

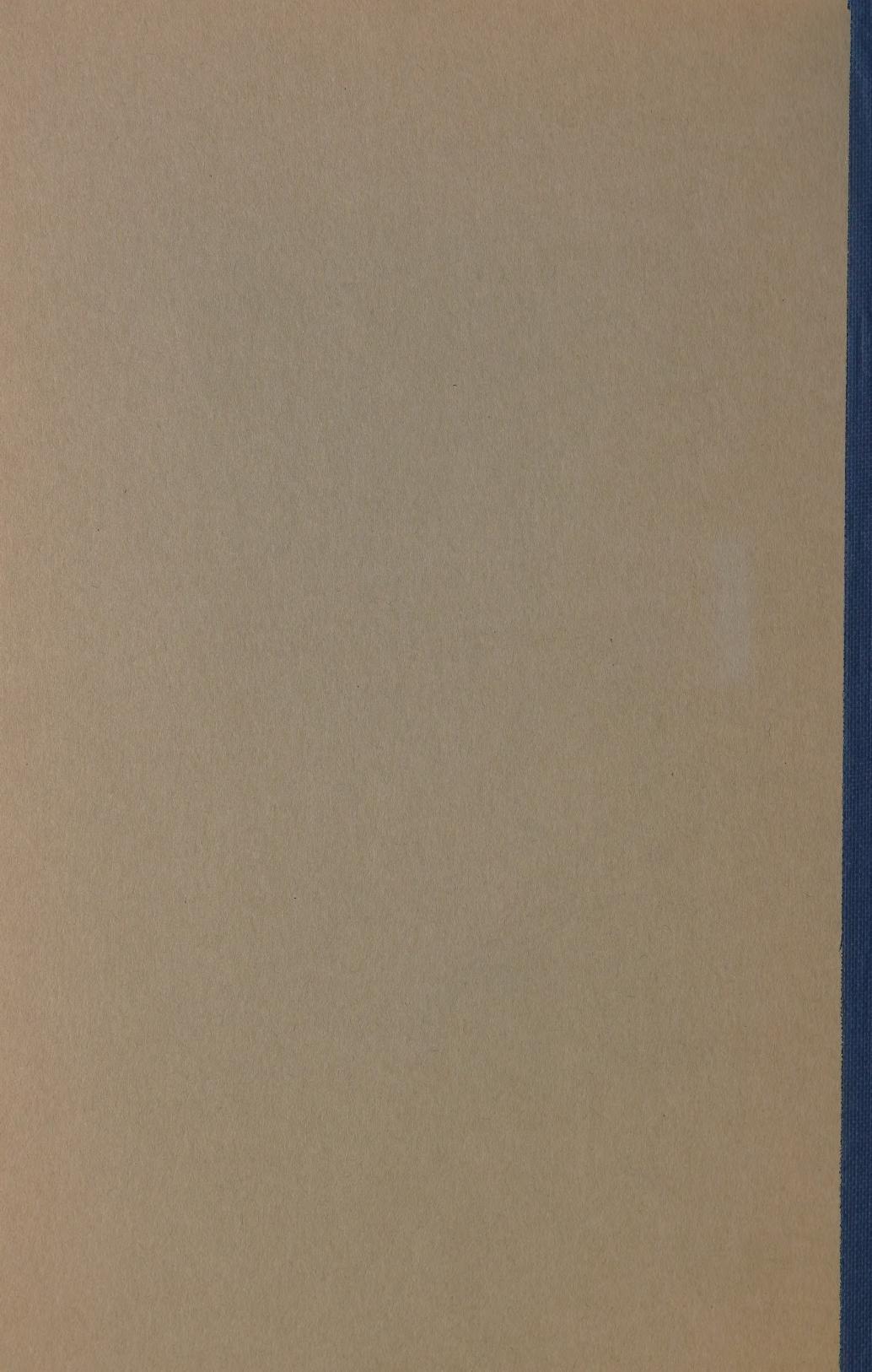
Government
Publications

TC

R21

31761119693158

[Canada.] Canadian trade mission to
Britain
Report.



CANADIAN TRADE MISSION TO BRITAIN

EMBER 21 — DECEMBER 18, 1957

LIBRARY

DEC 24 1961

UNIVERSITY OF TORONTO

REPORT MADE TO

THE GOVERNMENT AND PEOPLE OF CANADA

BY THE MEMBERS OF THE MISSION





Digitized by the Internet Archive
in 2023 with funding from
University of Toronto

<https://archive.org/details/31761119693158>

CA1 TC
- 57 R21

REPORT

of the

CANADIAN TRADE MISSION

TO

BRITAIN

NOVEMBER 21st - DECEMBER 18th

1957

made to

THE GOVERNMENT AND PEOPLE OF CANADA

by

THE MEMBERS OF THE MISSION

CONTENTS

I. Introduction	3
II. Historic Pattern of Trade Relations between Canada and the United Kingdom	6
III. The Mission's Programme	9
IV. The Growth of British Industry and its Capacity to Supply Canada's Needs	13
V. Potential of the Canadian Market	25
VI. Factors affecting British Trade in Canada and Recommendations	29
VII. Expression of Appreciation	36
VIII. Appendices	39

I. INTRODUCTION

The Canadian Trade Mission to Britain left Canada on the 21st day of November 1957, and returned from Britain on the 19th day of December. The following report is intended to record the objects of the Mission, a summary of its activities, a factual account of its observations and impressions, and a synopsis of its recommendations. The Mission consisted of 57 persons, the great majority of whom were practical businessmen and industrialists, who could properly be considered experts in their various spheres of endeavour and experience.

While of necessity, the sending of the Mission from Canada and their tour of England, Scotland, Wales and Northern Ireland, depended upon arrangements made and approved by the Canadian and the British Government, the journey was not a Mission from one Government to another. It was a meeting in Britain of special representatives of both the British and Canadian people, who, it was believed, shared a common interest and similar experience. It was hoped that a new understanding and a possible solution of the problems of mutual trade might result from expert meeting expert and like talking with like. The members of the Mission undertook a strenuous journey in a busy season in what was one of the least attractive times of the year. In the opinion of the Canadian delegates the Mission was strictly "non-political." Amongst its number were men of all political parties or of none. Included in the Mission were representatives of labour and agriculture as well as of industry and merchandising. Those who made the journey went as Canadians believing that the extension of trade between Canada and Britain was of primary Canadian concern and happily of benefit to the economy of both countries. It was and is believed, also, that the strengthening of Canada's commercial relations with Britain is of advantage not only to the two nations most intimately concerned, but to the ultimate good of the free world and of Canada's allies and trading partners whether within the Commonwealth or outside it.

It was realized by all who gave their time to this public duty

that the desired expansion and diversification of trade that might result, would only be achieved by a continuity of effort on both sides of the Atlantic and the recognition by British exporters of the present and future importance of the Canadian market and the purchasing power of the Canadian people. It was felt that Canadian producers and manufacturers should also realize that such effort and recognition on the British side must be accompanied by the inevitable commensurate increase in Britain's ability to purchase Canadian products.

Every member of the Canadian delegation had, of course, some knowledge of the splendour of Britain's sacrifices during the war and remembered them with pride. They knew, too, how, by a strange irony, Britain had been more than any other nation the victim of her own virtues. For her self-sacrifice in the cause of freedom and her surrender of overseas trade had, above all other causes and events, contributed to the industrial and economic problems Britain faced when war ended. Not many of the members, however, had hitherto been given an opportunity of witnessing with their own eyes the miracle of British recovery during the restless days of uneasy peace—the rehabilitation and reconstruction of her bombed factories, the new construction, the modernity of her industrial plants, the advanced methods of their operation, the quality of her unsurpassed scientific and industrial research, the continuing skill and proved productivity of British labour, and the "ceaseless energy of purpose" which has vitalized and inspired her post-war industrial development.

Over the past ten years considerable public discussion and semi-public effort, have centred around the admitted desirability of extending trade between Canada and the United Kingdom. In 1949 the Dollar Sterling Trade Council had been set up in Canada under the Chairmanship of Mr. James S. Duncan, at the request of a British Committee, known as the Dollar Exports Council, which had been organized some months previously, its third and present Chairman being Sir William Rootes. These two bodies, by persistent and public-spirited work, prepared the ground for consultation, effort and action. They worked with the sympathetic approval and continuing encouragement of the Governments of Canada and Britain. At their request, many large Canadian companies had repeatedly and continuously made an earnest effort to survey their own pur-

chases and obtain information on products which they thought they might import from Britain. Several important Canadian Trade Associations had sent exploratory Missions to the United Kingdom whilst a number of newspapers and other publications in Canada had by means of editorials and feature articles generously assisted in the general objectives. On the British side, the Dollar Exports Council had also promoted over the years and in similar ways the interest of British industry in the dollar markets and particularly in the Canadian market. To this end, and with the full support of the Federation of British Industries and other important British Trade and Industrial organizations, it had set up in May 1951 the Canadian Association of British Manufacturers and Agencies, (C.A.B.M.A.) which soon developed its "British Trade Centres" in Toronto, Montreal and Vancouver.

At the bilateral talks, held in Ottawa on October 3, and 4, 1957, between the Finance and Trade Ministers of Canada and the United Kingdom, which followed the Conference of the Commonwealth Finance Ministers at Mont Tremblant, it was agreed that an expansion of trade between the two countries was a primary object of policy for both Governments. There was a discussion of methods whereby this object could best be achieved. The proposal to send to Britain at an early date a practical, experienced, and representative Canadian Trade Mission was received with immediate enthusiasm. The result, after considerable study by the Governments of Canada and Great Britain, and with the continuing support of the Dollar Sterling Trade Council and the Dollar Exports Council, was the appointment of the Canadian delegation. Invitations to take part in the Mission were issued by the Prime Minister of Canada. Everyone who was asked (and was not prevented by overwhelming personal or business reasons), willingly accepted the Prime Minister's invitation to participate, as one of the duties and privileges of Canadian citizenship. The determination to send a Mission was announced in the Canadian House of Commons on the 8th of November, 1957, and the news was marked by words of goodwill and expressed hopes of success spoken by Party leaders in the House of Commons. (See Appendix I).

With the exhilarating knowledge that its appointment and its objects had the approval and goodwill of the Leaders of all Parties in the Canadian Parliament, the Mission went hopefully on its journey.

II. HISTORIC PATTERN OF TRADE RELATIONS BETWEEN CANADA AND BRITAIN

The idea of growth of trade between Canada and Britain is not new. Indeed, one of the major, and, perhaps, the dominant impulse to settlement in Canada by people of the British Isles was the development of trade, then primarily in furs and fish. Throughout the years of Canada's early development this trade gradually extended to forest products and foodstuffs. Well into this century the greater part of Canada's exports went to the United Kingdom, and while trading with the United States has come to surpass that with the United Kingdom, the latter has remained Canada's second largest trading partner by a good margin. For instance, in 1956 the two countries exchanged goods to a total value of \$1,300 million, of which some \$813 million represented Canadian exports to the United Kingdom, and \$485 million Canada's imports from the United Kingdom.

For a long period Canada's external trade developed mainly in a triangular pattern with that of the United States and Great Britain. Heavy imports of capital from Britain and a substantial surplus on the trade account enabled Canada to meet a considerable deficit with the United States.

In the pre-war world of multilateral trading and fully convertible currencies this was indeed a highly advantageous situation. The favourable balance of trade with Britain enabled Canada to import a substantial volume and range of capital and consumer goods from her two principal trading partners, although proportionately more and more of Canada's requirements were being obtained from the United States. Perhaps the controlling factor was geography, but almost equal emphasis on this trend to United States trade must be placed on the effect of two world wars on Britain and the inevitable shortage of British products available for export. Unable for a number of years to obtain many of the things she wanted to purchase from Britain.

Canada naturally relied more and more on the United States for her supplies. Even at the end of the Second World War, when this country entered a period of extremely rapid development, Canada was obliged to look to the United States for many of her supplies, for Britain at that time was forced to reorganize her industry at home, and, at the same time, faced an increased demand for her goods from numerous external markets, particularly in the Sterling area. Another important factor was the change in emphasis in Canadian imports from consumer to capital goods. As a result, the British share of Canada's growing imports fell from 18% in 1939 to 11% in 1949 and to 8½% in 1956. In terms of total value of exports to Canada, Britain has however made good progress with a record 1956 figure of \$485 million. This amount has since been surpassed with \$522 million in 1957, an all-time high in the history of trading between the two countries, bringing the United Kingdom's share of Canada's total imports up to 9.3%. As compared with this, the United States' share of Canada's imports rose to 73% for a total of \$4,162 million in 1956, though it has fallen slightly to 71.2% with a total of \$4,007 million in 1957. The corresponding annual trading deficit with the United States increased from \$80 million in 1950 to \$840 million in 1955 and \$1,283 million in 1956. For the year 1957 it amounted to \$1,064 million.

The forces tending to promote such a close and growing trade relationship between Canada and the United States are indeed powerful. The latter leads the world in volume and diversity of manufactures and enjoys special geographic advantage. The proximity of our market to the United States, the wide circulation within Canada of American magazines, the impact of American radio and television on Canadian listeners and viewers, added to the disruption of British industry in the war and the early post-war period, have all tended to encourage and facilitate an increased flow of United States goods to Canada and helped to promote the investment of United States funds and the development of United States branch plants and subsidiaries in this country. While the development of this strong north-south trade is natural, it is believed that a greater diversification in Canada's external trade is in her long-term interest. As this country is the United States' best customer the latter must be vitally interested in the soundness of Canada's economy and therefore be in favour of this diversification which will help in-

crease it. This fact is appreciated and approved by many thoughtful American observers and professional economists who have made a study of world trade.

It is logical to implement this policy through an expansion of trade with Britain, for many of the resources of Canada and Britain are of a complementary nature. Britain has been a traditional and potentially growing market for the products of Canadian agriculture, fisheries, forest and mining industries which must be imported. To maintain the high rate of internal development, Canada must also be a growing market for capital goods and for a wide range of industrial supplies for Canadian industries, and for a great variety of consumer goods, many of which are not produced in the country. Most of these products are obtainable in Britain.

Furthermore, it is important that the British economy should be strengthened by obtaining a greater share in the growing dollar markets. As the leading member of the Commonwealth in the New World, Canada's interest is that Britain should be economically strong with a lively and virile mutual trade relationship.

There are two obvious ways by which the so-called "imbalance" can be corrected. It can be done through tariffs, import quotas, or other restrictive measures. A similar result can be obtained without trade restrictions, on a voluntary basis through persuasion and the awakening of public opinion. It is wisely and strongly felt that the latter course is eminently preferable.

In order to put it into effect it is essential first of all to recognize the paramount importance to Canada of preserving and extending the valuable and large British market for Canadian primary products, and particularly grains and minerals of which she is one of the world's major suppliers.

It is also imperative to develop further the interest of British manufacturers and traders in the great future that lies ahead in the Canadian market and, finally, Canadian consumers should be encouraged to display more interest in the goods supplied by Britain and should better appreciate the inevitable resultant extension and diversification of Canadian trade.

III. THE MISSION'S PROGRAMME

The Delegation crossed the Atlantic in a "Super Constellation" chartered from Trans-Canada Airlines. The Prime Minister of Canada was present at Dorval Airport to express the best wishes of the Government and people of Canada for the success of the Mission. These are the words he spoke:

"We are launching this new endeavour by sending this distinguished group of Canadian businessmen to the United Kingdom. Some members of the Mission will be prepared to buy British goods on the spot; others will survey the markets there to determine what they have to offer Canadians for future purchases; still others are concerned with the broadest possible review of Canada's needs and the ability of United Kingdom producers to meet them. It is with pride that the Government has found so many Canadians from such a broad cross-section of the Community willing to join the Mission. Here we have representatives of virtually every major basic industry, secondary manufacturers, agriculture and labour."

On arrival at the London Airport, the delegates were met and greeted by the Earl of Home, Secretary of State for Commonwealth Relations, Sir David Eccles, President of the Board of Trade, Sir William Rootes, Chairman of the Dollar Exports Council, the Hon. George Drew, High Commissioner for Canada, Mr. J. S. Duncan, Deputy-Leader of the Mission and Chairman of the Dollar Sterling Trade Council (who had flown over earlier to make arrangements for the Mission's reception), and many other senior British and Canadian officials and business men.

The British programme involved travel of over eighty people throughout England, Scotland, Wales and Northern Ireland. It was planned and carried out with a thoroughness, a thoughtful convenience, a hospitality, punctuality, and imaginative courtesy which earned the admiration and the gratitude of all who took part in it.

All transport provided, (including a special streamlined Diesel train magnificently equipped and operated) showed the delegates that the world-wide and traditional reputation of

Britain for assuring the comfort, speed and safety of travel is still one of the most valuable British assets in a highly competitive world.

While the Mission was in Britain its members visited over one hundred different factories. Nearly every day there were press conferences, interviews and appearances on radio and television. There were a number of large luncheon and dinner meetings. In addition, of course, wherever the Mission went its members sought and were given many opportunities for social and business meetings with individuals especially interested in the various businesses which qualified the delegates to represent Canada in Britain. The memory of the generous hospitality and courtesy with which the Mission was received will never fade from the minds of its members. Not only will they often recall the colour, dignity and ancient ceremony of the banquet given by the Lord Mayor of London at the Mansion House, the inspiration of the luncheon arranged by the Canadian Chamber of Commerce in London, honoured by the presence and uplifted by the forthright words of His Royal Highness the Duke of Edinburgh, the farewell reception of the British Government at Lancaster House, but also the dinner in the Banquet Hall of the historic Cardiff Castle, with its Roman and Norman remains, the meeting at Coventry in the ancient St. Mary's Hall, presided over by that very vital and eloquent lady the Lord Mayor, the St. Andrew's Day Dinner at Edinburgh presided over by the Lord Provost, the banquets given in Glasgow by the Lord Provost, the Chamber of Commerce, including its 175th Anniversary celebration, the memorable hospitality of the Birmingham and Leeds Chambers of Commerce, the Government reception and banquet in Belfast, the large and representative dinner given by the Manchester Chamber of Commerce and many hospitable opportunities afforded by the London Chamber of Commerce and several of the ancient and famous London Guilds and Livery Companies and leading Industrial and Commercial Associations.

The Mission will not forget either the Luncheon meetings in the fine dining rooms and canteens of many famous British industries and the opportunities they gave of meeting many representatives of management and labour.

Over and above the infinite variety of private hospitality, the genial and congenial welcome given and the intense interest taken by those in Britain who were especially concerned in the

coming and the objectives of the Canadian Mission, each visit and the progress of the tour were accompanied by extraordinary and widespread references in the news columns of the British press right across the land, by interviews and feature programmes arranged by the British Broadcasting Corporation (both radio and television), by the Independent Television Authority and private television companies and, in fact, by the constructive encouragement and help of all those concerned in mass communication.

The delegation was often referred to as the largest best equipped and most important single trade mission which had ever visited the British Isles. The words spoken by its leaders and its members and by those who joined in its deliberations, its movements and its experiences, were recorded during every day of its visit in innumerable newspapers. What it did, what it hoped to accomplish, was the subject of much editorial comment not only in what is referred to as the popular press but also in famous newspapers like 'The Times', 'The Daily Telegraph', 'The Manchester Guardian', 'The Scotsman', and other historic journals.

In order that members of the Mission might have a general opportunity to survey the magnitude and diversity of British industrial achievements and the scope of modern British research, and to give the members of the Mission especially interested in individual industries an opportunity of meeting their opposite numbers in Britain, the programme was divided into four parts:

- (a) What might be described, for want of better words, as the "Grand Tour", took all delegates by special train and road transport on a journey of over 1,000 miles. Everyone, therefore, had an opportunity of visiting many representative manufacturing plants in a number of important centres.
- (b) Limited tours were arranged as a result of a careful and thoughtful division of the Mission into sectional groups to enable those with special interests to make a more detailed tour of industries in many more manufacturing centres.
- (c) Individual return visits and a further number of group visits to certain plants of particular interest were also arranged whilst a series of very valuable panel meet-

ings took place in London and Glasgow. The latter greatly contributed to the success of the Mission.

- (d) Final London Conferences were held with large and representative delegations of British industry and with the leaders and officials of the Board of Trade, the Dollar Exports Council, the Federation of British Industries and many other important trading groups.

The fulfilment of this programme necessitated a great deal of hard work and the schedule was very crowded. As a result, however, members of the Mission were given a unique opportunity of making a broad survey of British industry in a variety of fields. These included the research, manufacturing and progress in atomic energy, electrical engineering, aircraft production, shipbuilding, the spinning and weaving of cotton and woollen textiles, the manufacture of chemicals and food products, agriculture, the fabrication of glass and footwear, the varied activities and products of "contractors' plants", the fashioning of pottery, the making of cutlery and small tools, fisheries and a multiplicity of other trades, manufactures and commercial operations. An opportunity was also given and gladly taken to study labour relations in Britain and to meet some of the leaders of the Trade Union Movement.

The widespread interest and enthusiasm aroused in British Industry necessitated considerable and detailed organization in the last few days of the visit so as to accommodate at meetings and more informal reunions the very large number of representatives of British firms who were seeking interviews with and guidance from members of the Mission.

In this regard, these final crowded days may well prove to have been the most important of the tour. They were occupied by discussions with trade associations, industrial groups and individual firms. Some meetings were attended by as many as 200 businessmen. Altogether delegates from 650 different firms and trade associations attended the meetings, many of the latter representing a large number of companies. There were in fact well over 1,000 firms represented.

IV. THE GROWTH OF BRITISH INDUSTRY AND ITS CAPACITY TO SUPPLY CANADA'S NEEDS

Investigation of official statistical information and reports, as well as personal observations of Members and Committees of the Mission established the following facts:

Notwithstanding the economic stresses, upheavals and losses caused by the Second World War, there was much technical progress, particularly in radar, jet propulsion, and nuclear fission, which has in recent years been developed essentially for peaceful use. In this development many competent observers believe that Britain leads the world. In almost every industry there are outstanding examples of advanced research; for instance, the universal acclaim of the remarkable discovery and healing power of penicillin was followed by great progress in the production of other forms of antibiotics. There was too, much concentrated research which led to the production and distribution of new insecticides.

When war ended, British industry had available a large pool of machine tools and other equipment. This helped Britain, totally mobilized for war, to re-convert its industry to peaceful purposes.

The increase of industrial production in the United Kingdom between the years 1946-55 is estimated to be about 60% in volume. Two of the earlier and major factors contributing to this increase were greater manpower made possible by demobilization and better supplies of raw materials no longer needed for the purposes of war which were then available for wider civilian use.

Since 1948, also, there has been a high rate of investment in industry and a great improvement in technical methods and the efficiency of management. Expansion has been nation-wide, especially in what are known as "development areas". These,

before the war, were dependent on a few basic industries to which many new manufacturing enterprises have now been added. Of the total 295 million square feet of new industrial buildings of over 5,000 sq. ft. completed between 1945 and 1956, 29% of the increase is to be found in these "development areas".

1. POWER AND ENERGY

Industrial expansion and higher living standards demand more "power". Coal must for some time continue to be the principal source of supply and heavy investment has been undertaken to develop mining capacity. But the balance must be met by oil imports and the development of nuclear power. Refining of petroleum products is now taking place in consumer areas to a much greater degree than before 1939, and the major companies have spent nearly \$800 million on this development in Britain between 1947 and 1957.

There was in the refineries of the United Kingdom a capacity of almost 31 million tons a year at mid 1957. It is planned to bring this up to 39 million tons by the end of 1958.

A very large development in nuclear power is also rapidly proceeding. The latest programme, revised in March 1957, calls for provision of 5000-6000 megawatts of electricity by the end of 1965. Such a generation of power would be equivalent to an annual consumption of 18 million tons of coal or 10 million tons of oil.

The initial programme included the building of up to nineteen nuclear power stations over a period of 9 to 10 years but it is subject to further revision as new techniques and processes are developed.

2. IRON AND STEEL

Three large development plans involving a total expenditure of some \$3,390 million have been adopted since 1945 to increase production. The first plan, completed in 1953, raised crude steel production from 12 million tons in 1946 to 17.6 million tons. The second plan is practically completed and production in 1957 exceeded the 1958 target figure of 22 million tons. The third plan to be completed by 1962, will raise production to 29 million tons.

One of the most spectacular projects completed since the war is the Abbey Plant of the Steel Company of Wales at Margam which greatly impressed members of the Mission. With its 4½

miles of factories and its continuous strip-mills rolling steel up to 80 inches wide, it is the largest integrated steel works in Europe. It is worthy of note that prices remain lower than in any other steel producing country save Australia.

3. SHIPBUILDING

Britain has traditionally been the world's largest builder of ships and in 1946-48 launched one half of the world's new tonnage. Since then, the proportion has fallen to less than a third, as the world tonnage launched has risen sharply, largely as a result of the recovery of shipyards in Japan and Germany.

The output of ships in Britain has, however, been maintained and orders have been recently increasing. This increase has been due to a rising world demand for tankers, especially very large tankers. Five years ago there were no tankers of over 20,000 deadweight tons. Today, about 12% of the world's tonnage consists of super-tankers of 29,000 dwt. and over. Britain has been prominent in this expansion both as builder and owner. At the end of 1956, its tanker fleet totalled 8.6 million dwt., including 27 tankers of 28,000 dwt. and over. This is the largest tanker fleet in the world representing 18% of the world's tonnage. Further expansion of the fleet is in preparation and prospect, and about a year ago British owners placed orders (a substantial part of them with British shipyards) for over 100 tankers with a total deadweight tonnage of around 3 million. Recently again plans have been reappraised and the construction of even larger tankers considered. For example, at the end of 1956 the Shell Group ordered two tankers each of 65,000 dwt. and the British Petroleum Tanker Company is reported to be planning to order tankers of between 50,000 and 60,000 dwt.

Five British companies are at present capable of building tankers of over 60,000 dwt. One of these, Cammell Laird and Company at Birkenhead is developing a \$47 million programme providing facilities for building tankers over 70,000 dwt.

Total launchings in 1956 were 1,383,000 gross tons, of which 518,126 gross tons (38%) were oil tankers. Thirteen ships of 20,000 gross tons and upwards were launched.

At the end of June 1957, United Kingdom yards held bookings just about equal to the all-time record level of 7 million gross tons, reached five years earlier. With one half of the work in hand representing non-tanker tonnage, the industry is able

to keep its labour force in a reasonable state of balance and to find employment for many trades not directly required in the building of tankers. Cargo vessels represent one third of the construction. The remainder consists of passenger and passenger-cargo ships, ore carriers, cross channel vessels, colliers, coasters, tugs, fishing vessels, harbour craft, barges, and other specialized units.

The British Shipbuilding Research Association (BSRA) is developing gas turbines and improving the efficiency of diesel and steam units in conjunction with the Parsons and Marine Engineering Turbine Research and Development Association.

Furthermore, the Admiralty, the BSRA and the Atomic Energy Authority and shipbuilding firms are working on nuclear reactors for marine propulsion.

4. AGRICULTURAL MACHINERY

Total production in 1956, including tractors, was valued at \$284 million of which \$152 million was for export. The increase in output since pre-war is at least elevenfold, and it is interesting to recall that British farming is more highly mechanized than that of any nation in the world.

Members of the Mission especially identified with agricultural interests had this to say: "We have been impressed with the modern plants and production techniques, and the rugged and advanced design of most machines. We believe that there are possibilities of increasing trade particularly in agricultural chemicals, tractors, balers, forage harvesters and other hay-making equipment, grain conveyors, and grain driers for Eastern Canadian use."

5. MACHINE TOOLS

In 1950 production was valued at \$111 million. Six years later it had reached an annual total of \$235 million and the manufacturers now supply about 70% of the needs of British industry, which is considerably more than in pre-war days. In addition, one third of the output is exported.

Production ranges from watchmakers' lathes (weighing a few pounds) to planers, borers and millers (weighing up to 400 tons).

A typical comment from a Canadian delegate was: "British machine tools of a general type are of high calibre and well

serviced in Canada. All tools are now meeting required North American standards and deliveries are reasonably satisfactory."

To bring about this result more and more British manufacturers have been establishing their own branch offices or subsidiary companies in Canada especially over the past few years. This enables them to give a complete and speedy service on spare parts and components, as well as technical advice to their regional distributors. This policy has been of great help to the industry as a whole. In design, British machine tools compare favourably with similar products from any other world suppliers. Owing to the close liaison which has now been developed with the established British branches and subsidiaries, the United Kingdom principals are undoubtedly more prompt and willing to meet Canadian requests for modifications in machines on special order. There has been a much larger use of the "unified thread" by British manufacturers.

6. CONSTRUCTION AND MATERIALS HANDLING EQUIPMENT

A wide range is available including large track-laying tractors, motor scrapers and many others. The value of the production of "Contractors' Plant" has risen from \$5½ million in 1938 to \$207 million in 1957.

Members of the Mission especially qualified to deal with this matter noted that many United States companies have arrangements with some British producers whereby machines of American design are entirely manufactured in the United Kingdom. They also said: "This is evidence of the importance which the United States producers place upon the resources and skills available in Britain to support the export market." They added: "There is no lack of diligent research but aggressive sales effort is needed in this field."

In discussing construction materials, Canadian delegates had this to say: "Since Canada produces many of the basic materials to meet its requirements, such as, cement, lumber, ordinary clay products, gypsum, etc., the potential for export from the United Kingdom in the field of construction materials would appear to be in steel and iron products with some emphasis on refractory, acid proof and special glazed clay products which are now largely imported from the United States. There is a substantial oppor-

tunity to increase British exports in these items now being imported. For instance, in the supply of pre-engineered standardized steel-framed and sheeted buildings, the United Kingdom is steadily increasing its exports. These buildings are used for warehouses, garages, shipping sheds, airplane hangars, etc., and are pre-fabricated in such light sections that they can be shipped with the greatest ease, even by air-lift, and erected by bolting together the component parts. Most of this latter work can be done by so-called 'unskilled labour'."

A rising demand for mechanical handling equipment and tools and devices of all kinds, including conveyors, elevators, lifts, hoists, winches, cranes, lift and industrial trucks, is indicated by the fact that the 1956 production value in this general category stood at some \$216 million.

7. ELECTRICAL MACHINERY

The term "Electrical Machinery" has a broad application and it is difficult to assess the exact growth of the industry as a whole. Output does however seem to have nearly quadrupled since 1935 and exports were valued at some \$750 million in 1956. Output of electrical apparatus has not only kept pace with the rapid growth in the demand for power but has as well catered to an export market, which, in 1956, represented no less than 23% of total production.

Five major groups of firms have been formed to advance and apply the peaceful use of atomic energy and are now offering complete nuclear power stations for use in the United Kingdom and for export. In reviewing what they had seen of this very large and modern industry, interested members of the Mission noted that a great deal of effort is being devoted to research and development work and that there is an increasing readiness to adapt design to meet overseas requirements. Having emphasized that most types of electrical equipment were now produced in Canada, they also had this to say: "With respect to components required for a broad range of electrical apparatus manufactured in Canada, sources of supply are available in the United Kingdom. North American standards and long-standing supply relationships in the United States are a serious impediment to progress in this field, which, nevertheless, deserves the most careful consideration by Canadian manufacturers and British suppliers."

Because of the wide range of products involved, Canadian manufacturers may well advance their own interests as well as make a significant contribution to British imports by compiling catalogues of components required from external sources and using these as a basis for the examination of prospects of supply from the United Kingdom.

It is most important that British manufacturers make their products well known to Canadian engineers and technical institutions through the supply of adequate reference material and by personal visits, so that specifications are not written in a manner which precludes supply from Britain. Any particular information about new technical developments should be sent to prospective Canadian purchasers in the early stages. The engineering profession can be of great assistance in determining the sources of supply; Canadian buyers can do much by stressing with their engineers the importance of British trade.

Members of the Mission, expert in electrical engineering and the manufacture of electrical equipment, reported also that deliveries of electrical goods from Britain had substantially improved in recent years. They noted, however, that British suppliers were prejudiced by the speedy development of Canadian plans and projects. This has meant frequently that sufficient time had not been allowed for British firms to tender or to deliver within the determined limits. It was felt that Canadian buyers should in every way possible be encouraged to institute earlier planning and so allow potential British suppliers more time to tender and to deliver. It was pointed out that as many of the major items used in the equipment of stations designed to generate thermal power are not manufactured in Canada in whole or in part, there was a special opportunity here for British trade. British manufacturers realize this and, in the main, are closely in touch with the Canadian market in which they hold a good competitive position.

It was also noted that in the export of electrical goods to Canada there is an outstandingly successful arrangement which should commend itself to British industry in general. Four British manufacturers have merged into one consortium for the purpose of trade in Canada and have been very successful in their business contacts and the promotion of their sales and service. Members of the Mission recommended that Canadian buyers assist the purchase of British engineering goods by pro-

viding prospective British suppliers with adequate technical detail of their requirements. It was emphasized, however, that successful business depended very largely on what is described as "adequate on-the-spot engineering sales and service liaison." Similarly British consulting engineers, who are familiar with British standards and sources of supply, can make a significant contribution (as several of them are now doing) by association with firms of Canadian consultants.

8. AUTOMOTIVE AND AIRCRAFT INDUSTRIES

In motor vehicles five major manufacturers, British Motor Corporation, Fords, Vauxhall, Rootes and Standard, are responsible for 90% of the total production. In 1957 nearly 20,000 passenger cars per week were being turned out during the summer months, and exports of road vehicles in 1956 were valued at \$830 million. The leading manufacturers announced large-scale expansion plans in 1954 and 1955, and these, covering a period of about five years, are now well advanced. They aim at increasing production capacity to 1.25 million cars and 375,000 commercial vehicles. Because of the wider use of transfer machines and devices for automatic control, this expansion of output is expected to be achieved without a corresponding increase in the labour force. In fact, the high level of recent production has been achieved with a labour force about 10% less than in January 1956.

Aircraft production, civil and military, is now about 2½ times as great as in 1948, and British inventive genius has given the United Kingdom a decided technical lead in new design and particularly in the output of gas turbine and aero-engines. This has resulted in large orders both domestic and abroad for civil airliners and engines. It was recently estimated that one half of the world's outstanding orders for turbo-jet engines for civil airliners had been placed with Rolls-Royce Limited.

The industry is exporting at the rate of \$277 million a year with outstanding orders for 197 turbo-prop airliners and 25 Comets at the end of 1957. Since the Mission's return, according to official announcements, these orders have been increased.

9. CHEMICAL INDUSTRIES

The chemical industry has attracted since the war the highest investment of any industry, with the exception of mineral

oil refining. Over \$124 million was invested in seven major petroleum chemical plants between 1946 and 1955, and this may be doubled by the end of 1958.

In pharmaceutical products about \$5½ million is spent annually on research. The total exports in preparations and drugists' wares reached a value of \$106 million in 1956.

Very considerable development has also taken place in plastics with exports in 1956 valued at \$75 million.

The production of radio-active materials, many of which are by-products of atomic piles, is a new and important branch of the chemical industry.

At the Atomic Research Establishment at Harwell, members of the Mission were told about these products and their uses. In this famous centre the Mission saw nearly everything from 'A' to 'Z' if not from Alpha to Zeta!

Britain is the leading exporter of the chemical compounds known as radio-active isotopes, which are of the greatest value in research, medicine, industry and agriculture. Isotopes worth nearly \$1½ million were produced in 1956, of which 56% were exported.

10. TEXTILE INDUSTRIES

The textile industry is one of the oldest in the United Kingdom and is the world's largest exporter of high grade wool cloth. The quality, style, finish, and "feel" of British woollens and worsteds enjoy world-wide acceptance and approval. Although there is a very large number of British textile mills (some of which are quite small), it is a remarkable fact that, as a whole, the industry has remained in the vanguard of progress, and has greatly helped to create and meet the demand for new colours, designs and fabrics. Members of the Mission had an opportunity of visiting several mills in Yorkshire and in Scotland. One of the many things that struck them was the amount of laboratory research and thorough testing.

Canada has traditionally been one of Britain's best customers in woollens and worsteds and there is ample evidence in the industry of a very clear appreciation of what is required in this country.

The delegates also had several opportunities of viewing the designing and manufacture of the renowned knitwear goods pro-

duced in England and Scotland. British producers have a good opportunity of improving their position in Canada in this trade, and more particularly in the higher grades of cashmeres, mixed wool-cashmeres, and specific styles associated with these manufacturing centres specializing in knitwear. Members of the Mission emphasized also that because of the changing North American way of life, the reduction of working hours and the increase of leisure, there was a growing consumer demand for casual clothes. Sportswear and such items as skirts and tailored shirts were specifically mentioned as lines where growth had been rapid.

The textile cotton industry (of which Manchester is the main centre), is undoubtedly undergoing considerable reorganization. The enormous growth of world competition and the marked changes and developments in styles presently require that textile firms devote considerable time and capital to research and development. Consequently there appears to be a tendency to amalgamate interests and pool resources. Some British specialty cotton fabrics are reasonably popular in Canada, although possibly they are somewhat too high-priced for the volume market. It is thought also that British manufacturers are inclined to cling too closely to their traditional designs and have not fully appreciated how much the Canadian market is influenced by the bolder styles, the more vivid colours and, above all, by the timely and frequent changes made in the United States to attract the consumer. The United States mills have some advantage through a domestic supply of cotton from their own southland. They also have a huge domestic market which enables them to make swift and frequent changes in a wide range of patterns. It is evident that British firms, in attempting to meet the requirements of North American taste, run the risk of offering in this market patterns likely to be already outdated.

However, inspection of the admirable display of cotton textiles arranged by the Cotton Board in Manchester did impress the members of the Mission very favourably. They saw there, some fabrics and designs which could best be described as "British Contemporary" and which, if suitably advertised and displayed in Canada, would most probably be entirely acceptable. It is pointed out elsewhere in this report, that to gain acceptance in Canada a product need not be a slavish copy of what is being offered by United States suppliers. Some conti-

nental countries have clearly proved this and there does not appear to be any reason why Britain should not also succeed.

In synthetics, and in blends of wool or cotton with man-made fibres, British Industry has made great strides. Various fabrics in this latter category have been developed and are now in commercial use.

“Terylene” polyester fibre, which can be made into crease-resistant hard wearing materials and which has many industrial uses, was the product of research in the laboratories of the Calico Printers’ Association at Manchester, and is made on a large scale at the Imperial Chemical Industries plant at Wilton, Yorkshire. Other wholly man-made fibres being produced are Courtauld’s “Courlene” and Courtelle”. A plant for the manufacture of another acrylic fibre, “Acrilan” is being erected by the Chemstrand Corporation near Coleraine, Northern Ireland and is expected to come into operation about 1958. Fibrolane, a wool-like fibre developed by United Kingdom research from milk casein, is also in production on a commercial scale. Total production of man-made fibres in 1956 was 483 million lb. compared with 148 million lb. (all rayon) in 1937.

Nylon, better known of these fibres, is now in very large scale production for general textile and industrial uses. Members of the Mission had an opportunity of visiting British Nylon Spinners, the main United Kingdom producers and the largest nylon spinners in Europe. Their huge factory at Pontypool in Wales, is working to capacity and their second factory at Doncaster is being steadily expanded.

11. MISCELLANEOUS

The British **paper and boards** industry has about 200 mills producing a vast range which amounted to some 3.2 million tons (including newsprint) in 1956. One mill possesses the world’s largest paper machine, turning out a web of newsprint 302 inches wide. There has been and is extensive research of the highest scientific quality, and schemes for expansion costing many millions of dollars have been recently announced.

It was pointed out by members of the Mission interested in Pulp and Paper that the Canadian Industry with approximately 130 mills was the largest manufacturing industry in the country and one of the largest industrial buyers. This salient fact should

broaden the horizon of hope for increased trade between Britain and Canada.

The vastly increased demand for a variety of **office machinery** is reflected in the production value in 1956, which, at nearly \$130 million was about 25 times greater than pre-war.

Rapid development has also taken place in the **instrument industry** and particularly in the manufacture of electronic apparatus used in telecommunications, computers, measuring and control equipment, and laboratory instruments. A member of the Mission reported: "Research type instruments are of a very high calibre and generally satisfactory to Canadian needs with service arrangements improving".

V. POTENTIAL OF THE CANADIAN MARKET

Undoubtedly the Canadian market offers widespread and ever-increasing opportunities to those British industries which are prepared to cultivate it with diligence, intelligence, and with an emphasis on long-term development rather than on short-term profit. Canada is still one of the world's frontiers. Pessimism is recognized as a form of cowardice and optimism as a sort of courage. In that frontier, men from the British Isles were most notable pioneers in the years that have passed. Today the beckoning immensities of Canada's North and West still call the adventurous and courageous to share in the illimitable promise and prospect of prosperity.

As a result of rapidly changing world conditions, the Canadian people in a little more than half a century have found themselves following a vastly different pattern of industry and employment than did the generations which went before them. In 1901, for example, 40% of the Canadian labour force found employment in agriculture. This dropped to 26% in 1941 and 14% in 1956. Employment in manufacturing rose from 16% in 1901 to 23% in 1941 and 26% in 1956. Trade, transportation, natural resources, construction, finance, and the various services and professions accounted for 40% in 1901, almost 46% in 1941, and 60% in 1956.

In the years between the opening of the 20th century and today Canada has travelled steadily along the highway of progress and, except for one depression and a few short periods of recession, has known great prosperity, economic stability, and a phenomenal accession of national wealth. Particularly has this been so during the miraculous upsurge since the end of World War II, which has been distinguished by the greatest development of the nation's natural resources. Large scale primary production, on which our economy has always been strongly based, has been the major contributor to the increase in Canadian export trade. Canadian exports reached a total of \$4,900

million in 1956. The significance of the figure and the importance of exports in our basic industries are to be found in the fact that Canada leads the world in the output of newsprint, nickel, asbestos, platinum, metals and uranium, is second in wood pulp, gold, zinc, wheat, copper and lead, third in sawn lumber and silver. With imports valued at \$5,700 million in 1956, Canada maintained its position as the greatest per capita trading nation, enjoying some 6% of the world's trade. With nearly 17 million people today, the population of Canada is increasing at one of the most rapid rates in the world—a remarkable level of 3.3% in 1957. A high birth rate coupled with large immigration has helped, of course, to maintain the stability and the buoyancy of the Canadian economy. Thereby a large and increasing labour force has been made available to develop the country's natural resources to meet the needs of its industry, and to advance the growth of the domestic market so necessary to support the process of industrialization. The Canadian Gross National Product of some \$29,900 million represents an increase at a compounded rate of 4.3% per annum in the ten years ending with 1956. This is to be compared with a 3.6% per annum growth of the United States of America. With manufactured products valued at \$21,300 million in 1956, Canadian industrial output over the same period has increased at a rate of 5.2% yearly, against a rate of 4.7% in the United States.

In that same ten year period, Canada's annual mineral production grew in value from \$503 million to some \$2,100 million, having set new records for ten successive years.

While industrial production has outpaced that of agriculture since the turn of the century, the value of farm production has itself increased with occasional fluctuation, to a record level of \$4,039 million reached in 1951 and not surpassed since.

Whilst the greatest amount of required new capital has been obtained from Canadian sources, a substantial contribution has also come from abroad and mostly from the United States. At the end of 1956, non-resident investment in Canada reached a total of nearly \$15,500 million, and of this total, 75% came from the United States and 16% from the United Kingdom. The corresponding 1957 figure is \$17,000 million, and a preliminary breakdown indicates that origins will be proportionately similar. This type of investment is increasing year by year, and although most Canadians would prefer that this non-resident capital

should be derived from a greater number of sources, they know that without it the expansion of their economy would have been greatly restricted.

A LOOK INTO CANADA'S FUTURE:

Some of the recent prophesies of the Royal Commission which studied the economic prospects of Canada up to the year 1980 are of arresting interest. If it is assumed that net immigration will average some 75,000 a year (this is a modest estimate), the population of Canada by 1980 will be about 27 million. This estimate also takes into account the continuance of the country's high birth rate. Based on the same assumptions and provisos, the Gross National Product in 1980 should amount to approximately \$76,000 million in terms of 1955 dollars.

The effect of the various activities of Canadian economic life and their proportion of this total output will obviously change from today's pattern, and in some cases will be drastically altered. Net agriculture production, for example, is expected to decline from some 13% to 6% of the total. Over the same period, the net output of the resource industries, including mining, logging, fishing and electric power, will increase in relative importance from 10% to 15%.

Industries associated with smelting and refining, or the processing of natural resources into industrial materials, are expected to remain fairly stable, their output amounting by 1960 to little more than 7% of the total output or approximately the same percentage which exists today. On the other hand, the secondary manufacturing industries, those which produce end-products rather than industrial materials, will increase in relative importance accounting in 1980 for 25% of the total output compared with 22% today.

To assist interested British parties in forecasting their prospects in the Canadian market, it is interesting to take a further glimpse into the future and to see what might be achieved in terms of volume of trade. Canada increased its volume of imports by 107% in seven years from 1949 to 1956, (\$2,761 million to \$5,710 million). Assuming the rate of growth slows down and that it requires ten years to equal the progress of the previous seven, Canadian imports would be no less than \$11,870 million by 1966.

Even if Canadian imports in the decade after 1956 grow

at only half the rate of the preceding seven years, Canadian total imports would reach the impressive figure of \$8,764 million. This rate of increase, based upon the rapidly growing population and a rising per capita purchasing power, offers bright hope for Britain, particularly when one believes, as we do, that by our joint efforts Britain will progressively increase her share of these total imports.

VI. FACTORS AFFECTING BRITISH TRADE IN CANADA AND RECOMMENDATIONS

1. In Canada, British trade has to encounter in its full force the powerful and dynamic American competition. The Canadian market presents special problems of distribution by virtue of its widely scattered population and its continental space, although air travel is continually bridging the vast distances. It is also to be remembered that never in the history of mankind have so few people brought civilized order to so great an area of the earth's surface and tamed so many square miles for peaceful uses.

In spite of these difficulties, it should however be noted that North America as a whole has become the United Kingdom's largest single export market and that in 1956 Britain sold well over \$1,000 million in North America.

2. Although by European standards, the population of Canada is small, its buying power per capita is twice that of Britain and Switzerland, which are the highest in Europe.

3. If it is borne in mind (as it should be) that the Canadian market is extremely competitive, a decision to enter it should not be taken lightly, and certainly not until a thorough investigation has been made, preferably by senior members and technical advisers of any enterprise contemplating entering it. They should ask for and receive the help of Canadian experts in market surveys, advertising and public relations, and be guided by their considered advice.

4. Having resolved to give the market a fair trial, the British exporter should be prepared to allow for a three to five year period, during which, problems of establishment can be carefully studied and rectified, and returns may not be particularly encouraging.

5. United Kingdom industry should constantly realize that owing to Canada's geographical location and buying habits, it is at a disadvantage from the point of view of delivery as compared

with United States industry. To overcome this handicap as much as possible, it is suggested that all firms wishing to occupy an important place in the market should give it priority in their manufacturing schedules. Recent surveys of the British problems of trade with Canada show that long delivery dates have provided a very real basis of complaint. Emphasis has also been placed on lack of the ready availability of inventories of goods and replacement parts. Whilst it is recognized that improvements in deliveries have recently been made, the fact of the improvement should still be stressed and every effort made in Canada to persuade the Canadian buyer that one of the major shortcomings of the past is no longer generally prevalent.

6. As has been pointed out earlier in this report, the Canada-United States border is no bulwark against the flow of newspapers, trade and technical publications, magazines and films from the United States. It has been estimated, apart from the commercial content of radio and television, that over 500 million pieces of American advertising come into Canada every year. In the diffusion and reception of radio and television, Canada and the United States can almost be considered as one nation. The American firm need only make minor changes to its advertising programmes to reach the Canadian market. Young Canadian engineers and Canadian university graduates contemplating a career in business are inclined to serve post-graduate periods in American universities where they naturally become used to United States standards, specifications, equipment and business methods. It must also be remembered that millions of Canadians travel on business and pleasure across the border. For this reason, amongst others, Canadians generally prefer American styling, packaging, presentation, engineering, design and choice of fabric, although there is, of course, a very wide market in Canada for British Woollens, British china and other products of the traditional skills of the United Kingdom. If all these influences are borne in mind, it is essential that the British exporter should offer goods that conform to known Canadian tastes and preferences.

7. It is to be noted that this does not necessarily mean the slavish copying of United States fashions and styles. Other countries exporting to Canada have proved that national design and characteristics can be adapted to the tastes of North America.

8. The often reiterated argument that packaging and style of British goods are generally acceptable in sterling markets does not apply to the Canadian consumers who demand goods differently designed and packaged and can get them as they want them from other sources.

9. For the reasons mentioned earlier, many Canadian specifications, particularly in engineering, are largely based on North American standards. Canadian engineers who write specifications should learn that a greater degree of flexibility in standards will not prejudice their design and construction and may well be beneficial. It would be an advantage if Canadian engineers were to consult regularly the excellent and authoritative British trade and technical publications which many members of the Mission had the opportunity of studying in Britain. Renewed efforts should also be made by the publishers of these magazines to increase circulation in Canada, particularly amongst those in a position to influence purchases.

10. The British exporter should remember that the procedure of purchase in Canada is very often influenced and determined by the fact that a great many companies nominally Canadian are controlled in the United States. In view of what the Mission has seen of British industry, it is suggested that the purchasing agents of Canadian companies, whose job is quite clearly to buy to the best advantage, should carefully examine British sources of supply in spite of the fact that they may have become accustomed to equipment and goods obtained from other outside sources. In this matter, and in view of the geographical difficulties mentioned above, steps might be taken also to ensure earlier planning by Canadian industry in regard to its future requirements.

11. British firms should also make a special study of taste and demand in Quebec and other French-speaking parts of Canada. This market, at present, represents approximately one-quarter of the total Canadian market and is likely to develop rapidly. Advice should be obtained from French-speaking experts, advertising copy should be carefully studied, prepared and specially designed to reach the French-speaking public, and every effort made to appeal to the consumer in Quebec Province, whose language, culture and mode of life, are part of the strength of the Canadian heritage.

12. There should be far more frequent contacts and communications between businessmen in Britain and businessmen in Canada. British firms established in Canada should be visited by principals and associates in the United Kingdom so that they may become acquainted with the Canadian scene, learn more of the requirements of the Canadian market and obtain a better understanding of the suggestions and requests made by their representatives in Canada, just as the Mission itself found personal contact so much more useful than communication by correspondence. At the same time, Canadian representatives should be given more opportunity to travel to the United Kingdom in order that mutual co-operation can be fostered and strengthened.

13. If a British company at a given stage of its development in Canada decides to establish its own organization, it should in doing so explore carefully the possibility of associating itself with an existing Canadian or British firm operating in a related and non-competitive business. In so doing, overheads can be reduced and distribution can be assured by the existing Canadian establishment.

14. When sufficient trade has been established, or in reasonable prospect, British firms should, if possible, develop assembly or manufacturing plants in Canada to facilitate the relationship with purchasers and provide on-the-spot sales and after-sales services.

15. Far more attention should be given to advertising, both for quality and volume. The fantastic amount of American advertising which comes into Canada by mail, magazine, poster, radio, television, and many other media, has already been stressed. It should be realized, once and for all, that there can be no large market for British goods in Canada solely because they are British. They will be bought only if the Canadian public knows that for quality and price they are worth buying. It should be recognized, at the outset, that to meet competition and to spread the knowledge of quality and price in the Canadian market, British companies should be prepared to allocate and spend a larger percentage for advertising than perhaps they would in their home market or in the 'sterling' areas. In the opinion of the Mission it would be wise for British importers to obtain the assistance and advice of Canadian advertising agencies who know the Canadian market and have learnt how to appeal to the Canadian public.

16. Canada and the United States, with their great distances, are lands of business and professional conventions, which are held frequently in practically every large city on the North American Continent. Mr. Gladstone is reported to have defined a convention as "a noun of multitude signifying 'many' but not 'much'", and, perhaps, the British attitude to these massive gatherings is coloured by that thought. Nevertheless, conventions are important in the industrial and commercial life of Canada, giving thousands of men an opportunity to examine the latest products of industry, to learn about the newest processes and to meet, face to face, their competitors, their far-away colleagues, their correspondents and their customers. British firms should also recognize how stimulating such Canadian conventions can be and should be willing to send delegates to them. Perhaps the actual experience of this Mission provides convincing evidence of the value of personal contacts.

17. The modern concept of public relations does not appear to be as well understood and applied in Britain as it is in North America. Several instances were cited by members of the Mission where large contracts for special British machinery and equipment were awarded but little was done to bring their origins to the notice of the Canadian public. Had similar equipment been supplied by Canadian or American firms, steps would have been taken to see that they received greater recognition in the press and on the radio. In special advertising pages or special supplements in the leading local newspapers those industries and interests which received benefit from the installations would have paid tribute to the skill and enterprise of the suppliers. There is also a lamentable lack of reference to British achievements in research and technical developments which only need to be known to be acclaimed. There could be far greater use of the film to help this appreciation. Few people in North America know that far and away the highest records for speed on land and water and, from time to time, in the air, are held by Britons. The Farnborough shows and other exhibitions of British leadership deserve far more publicity than they presently receive. British domination in aircraft design, nuclear energy, and many other scientific spheres cannot be too often emphasized and, in addition to an increase in the volume and quality of conventional advertising and participation in the trade meetings mentioned above, some programme of co-ordinated

British public relations should be instituted. It was said over one hundred years ago by a great American that in Britain there was "a kind of instinct that she sees a little better in a cloudy day, and that in a storm or calamity, she has a secret vigour and a pulse like a cannon". The facts that Britain today is a progressive nation and her people are virile and modern-minded and have made since the war so great a contribution to science and manufacture are not sufficiently known either in the United States or in Canada.

18. There have been established in this country many admirable services prepared to advise those concerned in the development of trade between Canada and the United Kingdom and to help them in the promotion of their objects. A list of these established services is set out in appendix 5. They are all willing and able to give valuable assistance.

19. It is perhaps proper to make reference to the active personal work which has been done by the members of the Mission since their return from Britain. Many of them have found time to make speeches and speech tours during the months that have passed since they returned to Canada. All members of the Mission would wish to state that these activities have received much inspiration from the dynamic example of Mr. James S. Duncan and his willingness to accept many engagements at the meetings of important organizations, who have found in his presence and his words a stimulation to constructive thought on a subject of national importance. Those members of the Mission who have not made public speeches would like to express their thanks to all who have. It is safe to say that every member has in personal conversation done his best to advance the cause which took the Mission to Britain. Members of the Mission will consider it a part of their continuing responsibility to bring to the notice of the Canadian public the favourable impressions which they have gained as a result of their trip, and to urge their fellow citizens to help the United Kingdom to obtain a larger share of Canadian total imports.

20. Members of the Mission also wish it to be known that they will welcome calls from United Kingdom businessmen visiting Canada and will be glad to give them any help and advice in their power to facilitate their Canadian enterprises and to help in the making of the right decisions.

21. The Mission has also recommended that the official departments and trade organizations concerned with United Kingdom-Canada trade should plan their programmes to avoid duplication of effort and improve co-ordination.

22. The existing Dollar Sterling Trade Council is in process of reorganization and expansion. Its membership has been enlarged and includes a number of members of the Mission to Britain. An Executive Secretary has been appointed. There will be a Central Executive Committee and the Council will have a number of Regional Committees in the various Provinces of Canada. Their duty will be to act as a liaison with the Council and other trade and commercial groups and to assist in the work of the Executive Committee. To Regional Committees there will also be assigned definite responsibility in specialized categories of imports of value to their territorial areas.

23. It is recommended that the Federal Government continue to issue directives to its own Purchasing Departments and Crown Companies urging them to reappraise their sources of supply for future requirements with a view to encouraging imports from Britain whenever the specifications make it necessary that such equipment be imported rather than secured from domestic manufacturing sources.

24. Undoubtedly a number of United Kingdom manufacturers are uneasy about dumping regulations and "fair market value" and some do not entirely appreciate the procedures involved. A pamphlet containing a clear interpretation of the rather complicated laws and regulations governing these matters might well be distributed to British manufacturers and other importers into the Canadian market, who, no doubt, would appreciate such simplified and accurate statements.

VII. EXPRESSION OF APPRECIATION

There remains only the duty and pleasure of recording the thanks of the members of the Mission for all that was done to make their visit to Britain an unforgettable experience for all who took part in it and for what they all believe to be of mutual benefit to Canada and to Britain.

First, they would all wish to thank the Prime Minister and the Government of Canada for giving them an opportunity to serve their fellow citizens.

All members of the Mission, excepting The Hon. Gordon Churchill, would like to state how impressed they were with his personal leadership. In many speeches on great occasions, in many utterances at small meetings, he spoke with a clarity, a conviction, a humanity, and a grace of humour, that were universally acclaimed by host and colleague alike.

All the members of the Mission, excepting Mr. James S. Duncan, would like to say how much the constitution of the Mission, the definition of its objects, and the arrangements for its visit owed to his devotion and energy. The sending of the Mission was in a very real sense a reward for ten years of steadfast, and imaginative work willingly given to the public by his colleagues of the Dollar Sterling Trade Council and himself since 1949.

A similar measure of gratitude should be expressed to the Dollar Exports Council of Britain. The dedicated labours of the Council during the last few years paralleled and complemented the work of the Dollar Sterling Trade Council in Canada. The enthusiasm, efficiency, and courtesy of Sir William Rootes, its present Chairman, deeply impressed us all, and we would like to thank, too, Sir David Eccles, President of the Board of Trade, and his courteous and efficient Civil Servants. They added an essential flavour of charm and hard work to all their undertakings.

Gratitude is due also to Sir Norman Kipping and the Federation of British Industries for the use of their premises and

the infinite pains they took to assist the Mission on many occasions.

Thanks are also due to the following Organizations who arranged memorable meetings, contributed to the education of the Mission, and did much to advance the attainment of its objects:

The Scottish Council

The National Union of Manufacturers

The Industrial Association of South Wales and
Monmouthshire

The Trades Union Congress

The Glasgow Chamber of Commerce

The Manchester Chamber of Commerce

The Leeds Chamber of Commerce

The London Chamber of Commerce

The Canadian Chamber of Commerce in London

The Birmingham Chamber of Commerce

Grateful praise is also due to those ancient Guilds and Livery Companies who threw open their historic and lovely meeting places for our entertainment and deliberation.

There is owed a great debt to the Hon. George Drew for many things done and eloquent words spoken, and also to Mr. Leslie Brown and his staff for their splendid contribution to the education of the Mission and the pleasure of its journey.

We would record our gratitude also to the Agents General of Ontario, British Columbia, Alberta, Saskatchewan, and Manitoba.

The Mission also owes a particular debt of appreciative thanks to the Lord Mayor and the Corporation of the City of London for their great welcome to the Mansion House and the hospitality with which the delegates were received in that historic place.

For entertainment of like quality and opportunities of like interest the Mission tenders its thanks to the Lord Provost and the Bailies of Edinburgh and the Lord Provost and the Bailies of Glasgow, to the Lord Mayors and Corporation of Manchester, Leeds, Belfast, Bristol, Cardiff and Coventry.

The hospitality of the Government of Northern Ireland also made most memorable the visit of those members of the Mission who were able to come to their country.

We shall never forget either the superb arrangements made by British Railways and the provision of the special train which carried us on our journey.

Last, but not least, expression of thanks is offered to the Press of Great Britain and Northern Ireland, to the British Broadcasting Corporation, and to the independent television companies for their unfailing co-operation and their most valuable contributions to public understanding of the objects of the Mission. To the Press of Canada, their London Correspondents, and the radio and television officials and staff of the Canadian Broadcasting Corporation, thanks are also due for their unfailing co-operation and skilful service.

It only remains to record the grateful and sincere appreciation of the Mission for the arrangements made, the help given, and the careful efficiency of Mr. J. H. English, Assistant Deputy Minister of the Department of Trade and Commerce, Mr. R. Parlour, and Mr. R. Anderson of the same Department, who, respectively, acted as Secretary and Financial Agent to the Mission, and not least to Mr. Peter Stursberg, who was its energetic experienced and able Press Liaison Officer.

This report made on behalf of the Mission by those members charged with its preparation is respectfully submitted to the Government and people of Canada.

VIII. APPENDICES

I. EXTRACTS FROM "HANSARD"—NOVEMBER 8, 1957.

II. LIST OF MEMBERS OF THE MISSION.

III. LIST OF PRINCIPAL UNITED KINGDOM FIRMS AND
ORGANIZATIONS VISITED BY THE MISSION.

IV. STATISTICAL TABLES.

V. DEPARTMENTS OF GOVERNMENT AND ADVISORY
AGENCIES CONCERNED WITH UK-CANADIAN TRADE.

APPENDIX I

Extracts from the records of the proceedings of Parliament set out in Hansard dated November 8, 1957:—

THE HON. GORDON CHURCHILL — (*Minister of Trade and Commerce*):

The Canadian Trade Mission to the United Kingdom, comprising leading representatives of business and industry from all across Canada, will leave Montreal for London on Thursday, November 21, 1957. The mission will also include representatives of labour, agriculture and fisheries. The purpose of the Mission is to stimulate purchases from United Kingdom sources of goods now imported by Canada from non-Commonwealth countries. Its immediate objectives are to provide a favourable climate and to seek specific opportunities for the expansion of British exports to Canada, so that Canada may take full advantage of sources of supply in the United Kingdom, and British exporters may participate increasingly in Canada's growing import requirements.

To this end, membership of the Mission consists largely of businessmen whose companies represent some 20 groups of industries across Canada which, it is believed, can use increasing quantities of British products. The Mission represents the annual purchasing potential of many millions of dollars worth of imports.

The Mission will depart from Dorval Airport, Montreal, on the late afternoon of November 21 and will arrive in London the next morning. It will remain in the United Kingdom from November 22 until December 18, during which time it will follow a programme arranged by the United Kingdom authorities in consultation with Canada House.

Following preliminary talks in London with Ministers, senior government officials, the Dollar Export Council and its affiliated industrial bodies, visits will be made to important centres of industry and commerce throughout Great Britain to permit of direct factory and plant visits and meetings with

British exporters and businessmen. The Mission will conclude its visit with final conferences to be held in London from December 16 to 18, 1957.

RIGHT HON. L. S. ST. LAURENT — (*Leader of the Opposition*):

Mr. Speaker, I am sure all members of the House will welcome the statement made by the Minister of Trade and Commerce (Mr. Churchill) and will extend their very best wishes to him and to those who will be accompanying him on this Mission. There is no doubt that greater diversification of our import trade would be beneficial to our economy, and the government has come to the conclusion that this is apt to be an effective way of furthering that objective. We hope that their prognostics or hopes in that regard will be realized and that there will be the furthering of what has been, I think, the desire and objective of all parties in the House, to see restored to the greatest possible extent the multilateral trade that used to exist and that did have beneficial effect for all those who could participate in that mutual trade.

There have been dislocations which brought about inevitable results. I hope those results are not to be permanently inevitable and that they can be overcome. I can assure the minister that we wish him well in his endeavours to restore as near an approach to multilateral trade as can be realized under present world conditions.

MR. M. J. COLDWELL — (*Leader of the CCF Party*):

Mr. Speaker, we join very heartily, of course, with the Leader of the Opposition (Mr. St. Laurent) in wishing this delegation every success in Great Britain. I noted that in the minister's statement — I understand why, of course, he laid particular stress on the desirability of British exports to Canada. I am sure that the delegation will not lose sight of the other side in which we are also very interested, namely the question of enlarging our exports to the United Kingdom. The more imports we take from the United Kingdom and Commonwealth countries, the more we provide them with the necessary dollars which they can spend in Canada for the exports that we wish to send abroad.

Representing, as I do, an agricultural constituency, a wheat-growing area, I am anxious to see an expansion of trade with the United Kingdom not only for industry generally, but particularly to help our agricultural situation.

MR. VICTOR QUELCH — (*Acting Leader of the Social Credit Party*):

Mr. Speaker, I should like to join the other two speakers in wishing the minister every success. I hope the result can be a substantial expansion of trade with Great Britain and the sterling area generally.

APPENDIX II

LIST OF MEMBERS OF THE CANADIAN TRADE MISSION TO THE UNITED KINGDOM

Leader of the Mission

CHURCHILL, The Honourable Gordon, D.S.O., M.A., LL.B.
Minister of Trade and Commerce, Ottawa, Ontario.

Deputy Leader of the Mission

DUNCAN, James Stuart, C.M.G., LL.D.

Chairman of the Hydro-Electric Power Commission of
Ontario, 620 University Avenue, Toronto, Ontario.
Chairman of the Dollar Sterling Trade Council.

ASKIN, Robert James,

Vice-President, Development and Engineering,
Abitibi Power and Paper Company, Ltd.,
408 University Avenue, Toronto, Ontario.

BAILEY, Alexander Graham,

Vice-President and General Manager,
Bailey Selburn Oil and Gas Limited,
Calgary, Alberta.

BARIBEAU, Lt. Col. Hervé,

President, Baribeau & Son,
381 St. Laurent Street,
Levis, P.Q.

BONUS, John L.,

General Manager and Secretary-Treasurer,
Canadian Association of British
Manufacturers and Agencies,
Royal Bank Building,
Toronto, Ontario.

BONNYCASTLE, Lawrence Christopher,

Vice-President and Managing Director,
Canadian Corporate Management Co. Ltd.,
50 King Street, West, Toronto, Ontario.
President, Canadian Cottons Limited,
Monreal, P.Q.

- BROCKINGTON, Leonard Walter, C.M.G., Q.C., LLD.
President, J. Arthur Rank Organization of Canada.
Rector of Queen's University,
20 Carlton Street, Toronto, Ontario.
- BROMLEY, Edwin Armstrong,
Vice-President, Purchasing & Stores,
Canadian National Railways,
355 McGill Street, Montreal, P.Q.
- CLARK, J. Arthur
President & General Manager,
Maritime Asphalt Products Limited,
Summerside, P.E.I.
- CRESSWELL, Herbert Arthur
Vice-President & Asst. General Manager,
Canada Steamship Lines Limited,
Toronto, Ontario.
- CROMBIE, Hugh Arthur
Vice-President and Treasurer,
Dominion Engineering Works Ltd.,
P.O. Box 220,
Montreal, P.Q.
- DRUMMOND, Robert
Executive Vice-President,
Angus Robertson Limited,
57 Bloor Street, West,
Toronto, Ontario.
- EAST, Melville A.
President and General Manager,
John East Iron Works Limited,
Saskatoon, Sask.
- FOULIS, Alan D.
President,
Foulis Engineering Sales Limited,
Foulis and Bennett Electric Limited,
Halifax, N.S.
- FRASER, Kenneth Francis
Vice-President, Production,
British Columbia Packers Limited,
Campbell Avenue, Vancouver, B.C.

GAHERTY, Geoffrey Abbott, LL.D., LL.B.

President, Montreal Engineering Company Ltd.,
President, Calgary Power Limited,
President, Ottawa Valley Power Company,
244 St. James Street, West,
Montreal, P.Q.

GANONG, R. Whidden

President & General Manager,
Ganong Bros.,
St. Stephen, N.B.

GATTIE, Brian Berkeley, M.B.E.

General Manager,
Western Forest Industries Limited,
Vancouver, B.C.

GIBBINGS, C. W.

Vice-President, Saskatchewan Wheat Pool,
Wheat Pool Building,
Regina, Sask.

HEARTZ, Richard E., LL.D.

President,
The Shawinigan Engineering Co. Ltd.,
600 Dorchester Street, West,
Montreal, P.Q.

HILL, Clarence Bruce

President,
E.T.F. Tools Limited,
St. Catherines, Ontario.

HUNTER, G. W.

Assistant Deputy Minister,
Department of Defence Production,
Ottawa, Ontario.

HUTCHISON, W. L.

Vice-President,
Moffats Limited,
Weston, Ontario.

JASPER, Lloyd

Immediate Past President,
Ontario Federation of Agriculture,
409 Huron Street,
Toronto, Ontario.

- JENKINS, James Ross
Vice-President,
The T. Eaton Co. Ltd.,
Toronto, Ontario.
- JOHNSTON, John George
President,
Johnston, Everson & Charlesworth Limited,
330 Bay Street,
Toronto, Ontario.
- LEITCH, John D.
President,
Toronto Elevators Limited,
417 Queen's Quay, West,
Toronto, Ontario.
- LUSH, Harold V.
President, Canadian Manufacturers' Association,
President & General Manager,
Supreme Aluminum Industrial Limited,
3600 Danforth Avenue,
Toronto, Ontario.
- MANNIX, Frederick Charles
President & General Manager,
Mannix Limited,
332 Seventh Ave. West,
Calgary, Alta.
- MARSLAND, Stanley
President,
Marsland Engineering Co. Ltd.,
Marsland Precision Equipment Ltd.,
Kitchener, Ontario.
- McLACHLAN, Walter R.
President,
Orenda Engines Limited,
Box 4015, Terminal A,
Toronto, Ontario.
- McRAE, Ian F.
Chairman of the Board,
Canadian General Electric Co. Ltd.,
214 King Street, West,
Toronto, Ontario.

MILLAR, Hugh P.

Vice-President, Purchases and Stores,
Canadian Pacific Railway Co.,
Montreal, P.Q.

MOORE, Trevor Frank

Vice-President,
Imperial Oil Limited,
111 St. Clair Ave. West,
Toronto, Ontario.

NOBLET, Felix M. A.

Treasurer,
The International Nickel Co. of Canada Ltd.,
25 King Street, West,
Toronto, Ontario.

OUIMET, J. René

President and General Manager,
J. Rene Ouimet Limited and
Cordon Bleu Limited,
4855 Boyer Street,
Montreal, P.Q.

PATTERSON, James

Chairman, Interprovincial Farm Union Council,
President, Manitoba Farmers Union,
Winnipeg, Man.

PERLIN, William

Managing Director,
I. F. Perlin and Company,
St. John's, Nfld.

PICHÉ, André

Vice-President & General Manager,
Reynolds Aluminum Co. of Canada,
Cap-de-la-Madeleine, P.Q.

RUTLEY, Frederick George

President,
The Foundation Co. of Canada Limited,
1900 Sherbrooke Street, West,
Montreal, P.Q.

SCHOLLIE, George P.

Vice-President,
Canadian Labour Congress,
Montreal, P.Q.

- SISSENS, Henry Jonathan
Assistant General Manager — Services,
Hydro-Electric Power Comm. of Ontario,
620 University Avenue,
Toronto, Ontario.
- SMITH, Wallace Wyniard
Vice-President,
National Sea Products Limited,
Lunenburg, N.S.
- STEPHENS, Donald M., D. Eng.
Chairman and General Manager,
The Manitoba Hydro-Electric Board, and
President and General Manager,
Winnipeg Electric Company,
Winnipeg, Man.
- STOCKER, Erik B.
Executive Vice-President,
R. & H. Products Limited,
1191 University Avenue,
Montreal, P.Q.
- STYLE, Humphrey B.
President,
John Inglis Company Limited, and
English Electric Company of Canada Limited,
14 Strachan Avenue,
Toronto, Ontario.
- TURNER, John Harold Francis, O.B.E.
Assistant General Manager,
Bank of Montreal,
119 St. James Street West,
Montreal, P.Q.
- URWIN, George
President,
Interprovincial Cooperative Limited,
Saskatoon, Sask.
- WAIN, Eric J. (since deceased)
General Purchasing Agent,
Canadian Industries Limited,
1253 McGill College,
Montreal, P.Q.

WANSBROUGH, Victor Counsel

Vice-President & Managing Director,
Canadian Metal Mining Association,
Room 335, 12 Richmond Street East,
Toronto, Ontario.

WHITE, J. B.

Vice-President & General Manager,
Aluminum Co. of Canada Limited,
1700 Sun Life Building,
Montreal, P.Q.

WOODS, David M.

President,
Gordon Mackay & Co. Ltd.,
P.O. Box 530,
Toronto, Ontario.

PARLOUR, Roger Robbins

Secretary,
Canadian Trade Mission to the United Kingdom, and
Canadian Government Trade Commissioner,
Department of Trade and Commerce,
Ottawa, Ontario.

ANDERSON, Raymond Cecil

Assistant Secretary,
Canadian Trade Mission to the United Kingdom, and
Assistant Trade Commissioner,
Department of Trade and Commerce,
Ottawa, Ontario.

McCARTER, Charles Norman

Executive Assistant to the Chairman,
Hydro-Electric Power Commission of Ontario,
620 University Avenue,
Toronto, Ontario.

STURSBERG, Peter

Canadian Government Liaison Officer,
Department of Trade and Commerce,
Ottawa, Ontario.

APPENDIX III

LIST OF PRINCIPAL UNITED KINGDOM FIRMS AND ORGANIZATIONS VISITED BY THE MISSION

Name of firm	Location
Accles & Pollock Ltd.	Birmingham
Alexander Stephen & Sons Ltd.	Glasgow
Alfred Herbert Ltd.	Coventry
Alley & MacLellan (Polmadie) Ltd.	Glasgow
Asquith (William) Ltd.	Halifax
Associated Equipment Co. Ltd.	Southall
Atomic Research Establishment (The)	Harwell
Automotive Products Ltd.	Leamington Spa
Agriculture Engineers Association (The)	London
Babcock & Wilcox Ltd.	Renfrew
Baker-Perkins Ltd.	Peterborough
Ballantine (D) Bros. & Co. Ltd.	Peebles
Belfast Ropework Co. Ltd.	Belfast
Bell Punch Co. Ltd.	London
Birmingham Chamber of Commerce (The)	Birmingham
Brightside Foundry & Engineering Co. Ltd.	Sheffield
Bristol Aeroplane Co. Ltd.	Bristol
British Aluminum Co. Ltd.	Scotland
British Chemical Plant Manufacturers Association	London
British Hydro-Carbon Chemicals Ltd.	Edinburgh
British Insulated Callender's Cables Ltd.	London
British Nylon Spinners Ltd. (The)	Pontypool
British Electrical & Allied Mfrs. Assoc. (The)	London
British Motor Corporation (The)	Birmingham
British Thomson-Houston Co. Ltd.	Belfast & Rugby
Brook Motors Ltd.	Huddersfield
Brown Bros. & Co. Ltd.	Edinburgh
Brown (David) & Sons (Huddersfield) Ltd.	Huddersfield
Bruce Peebles & Co. Ltd.	Edinburgh
B.S.A. Tools Ltd.	Birmingham

Name of firm	Location
B. S. & W. Whiteley Ltd.	Poole-in-Wharfedale
Bullers Ltd.	Stoke-on-Trent
Butler Machine Tool Co. Ltd.	Halifax
Calico Printers Association Ltd.	Manchester
Central Council of the Irish Linen Industry	Belfast
Church & Co. (Fittings) Ltd.	Reading
Clegg & Orr Ltd.	Littleborough
Courtaulds Ltd.	Belfast
Churchill Machine Tool Co. Ltd.	Altringham
Constructors Ltd.	Birmingham
Council of British Manufacturers of Petroleum Equipment (The)	London
Cinematograph Manufacturers Association (The)	London
Cotton Board (The)	Manchester
Copeland (W.G.) & Sons Ltd.	Stoke-on-Trent
Coventry Climax Ltd.	Coventry
Coventry Gauge & Tool Co. Ltd.	Coventry
Crabtree (R.W.) & Sons Ltd.	Leeds
Crossley (John) & Sons Ltd.	Halifax
Dunlop Rubber Co. Ltd.	Manchester
Electrical & Musical Industries Ltd.	Hayes
Enfield Rolling Mills Ltd.	Enfield
English Electric Co. Ltd.	Liverpool
English Steel Corporation Ltd.	Sheffield
Euclid (Great Britain) Ltd.	Newhouse
Express Dairies Ltd.	London
Federation of British Industries (The)	London
Federation of British Pottery Manufacturers	Stoke-on-Trent
Federation of Manufacturers of Contractor's Plant	London
Ferranti Ltd.	Hollingwood
Firth (Thomas) & John Brown Ltd.	Sheffield
Fluidrive Engineering Co. Ltd.	Islesworth
Food Manufacturers Federation	London
Forgrove Machinery Co. Ltd.	Leeds
Fraser & Chalmers Engineering Works Ltd.	Erith
Free Piston Engine Co. Ltd.	London

Name of firm	Location
Garringtons Ltd.	Broomsgrove
General Electric Co. Ltd.	Birmingham & Wembley
Gestetner Ltd.	London
Gibson & Lumgear Ltd.	Selkirk
Glenfield & Kennedy Ltd.	Kilmarnock
Glover (W.T.) & Co. Ltd.	Manchester
Gloucester Railway Carriage & Wagon Co. Ltd.	Gloucester
Hadfields Ltd.	Sheffield
Hall (J. & E.) Ltd.	Dartford
Handtool Manufacturers Association (The)	Sheffield
Harland Engineering Co. Ltd.	Alloa
Harland & Wolff Ltd.	Belfast
Hawker Siddeley Group Ltd.	London
Hood Haggie Ltd.	Newcastle
Hopkinsons Ltd.	Huddersfield
Imperial Chemical Industries Ltd.	London
Industrial Association of Wales & Monmouthshire	Cardiff
I.V. Pressure Controllers Ltd.	Cramford
Jaguar Cars Ltd.	Coventry
Johnson (H. & R.) Ltd.	Stoke-on-Trent
Lansing-Bagnall Ltd.	Basingstoke
Leisure Kitchen Equipment Ltd.	Nottingham
Lister (R.A.) & Co. Ltd.	Dursley
Lucas Industries (Joseph) Ltd.	Birmingham
Lyons (J.) Ltd.	London
Leyland Motors Ltd.	Leyland
Leeds Chamber of Commerce (The)	Leeds
London Chamber of Commerce (The)	London
Manchester Chamber of Commerce (The)	Manchester
Marley Tile Co. Ltd.	Sevenoaks
Metallurgical Equipment Export Co. Ltd.	London
Metropolitan-Cammell Carriage & Wagon Co. Ltd.	Birmingham
Metropolitan Vickers Electrical Co. Ltd.	Manchester
Millspaugh Ltd.	Sheffield

Name of firm	Location
Mintons Ltd.	Stoke-on-Trent
Mirlees Bickerton & Day Ltd.	Stockport
Motherwell Bridge & Engineering Co. Ltd.	Motherwell
National Union of Manufacturers (The)	London
Northern Aluminum Co. Ltd.	London
Nuclear Power Station (The)	Calder Hall
Napier (D.) & Son Ltd.	Luton
Octavius Atkins Ltd.	Harrogate
Parsons (C.A.) & Co. Ltd.	Newcastle
Poles Ltd.	Birmingham
Power Gas Corporation Ltd.	Stockton-on-Tees
Power-Samas Accounting Machines Ltd.	London
Pilkington Bros. Ltd.	St. Helen's
Pressed Steel Co. Ltd.	Paisley
Pringle (Robert) & Sons Ltd.	Hawick
Pye Ltd. (Corren Works)	Larne
Raleigh Industries Ltd.	Nottingham
Reyolle (A.) & Co. Ltd.	Newcastle
Richards Tiles Ltd.	Stoke-on-Trent
Rolls-Royce Ltd.	Derby & Crewe
Rootes Motors Ltd.	Coventry
Rover Co. Ltd. (The)	Birmingham
Saxone Shoe Co. Ltd. (The)	Kilmarnock
Scott (George) & Sons Ltd.	London
Scottish Council (Development & Industry) (The)	Edinburgh
Shelvoke & Drewry Ltd.	Letchworth
Short Bros. & Harland Ltd.	Belfast
Siemens & General Electric Railway Signal Co. Ltd.	Wembley
Simon (Henry) Ltd.	Stockport
Standard Motor Co. Ltd. (The)	Coventry
Steel Co. of Wales Ltd. (The)	Port Talbot (Margam)
Steels Engineering Products Ltd.	Sunderland

Name of firm	Location
Taylor Bros. & Co. Ltd.	Manchester
Thermotank Ltd.	Glasgow
Thompson (John) Ltd.	Wolverhampton
Turner Rutherford Ltd.	Hawick
Twyfords Ltd.	Stoke-on-Trent
United Dairies Ltd.	London
United Steel Companies Ltd.	Sheffield
Vickers Ltd.	London
Vickers-Armstrongs Ltd.	Weybridge
Villiers Engineering Co. Ltd.	Wolverhampton
White (Thomas) & Sons Ltd.	Paisley
Wool Textile Export Corporation	Bradford
Walker (John) & Sons Ltd.	Kilmarnock
Weir (G. & J.) Ltd.	Glasgow
Whessoe Ltd.	Darlington
Wickham (D.) & Co. Ltd.	Ware
Woden Transformer Co. Ltd.	Bilston
Yates (W.E.) Ltd.	Leeds

APPENDIX IV

PRINCIPAL CANADIAN IMPORTS FROM THE UNITED KINGDOM

Commodity Rank in 1957	Group and Commodity	Calendar Year			Jan.- June 1957	\$'000	U.K. Share of Commodity Groups Dec. 1957
		1955 \$'000	1956 \$'000	1957 \$'000			
		Jan.- June 1957	\$'000	July- Groups 1957			
AGRICULTURAL AND VEGETABLE PRODUCTS							
14	Whiskey	29,341	29,927	31,662	11,941	19,721	5.0
20	Confectionery, including candy	6,885	7,355	7,558	2,918	4,640	79.7
33	Cereal foods and bakery products	5,118	5,003	5,373	2,015	3,358	53.2
		2,957	2,717	3,420	1,147	2,273	48.3
ANIMALS AND ANIMAL PRODUCTS							
23	Leather, unmanufactured	13,251	15,208	15,904	7,413	8,491	12.8
34	Leather footwear and parts	4,007	4,715	4,536	2,298	2,238	46.6
37	Fur skins, undressed	2,518	2,966	3,185	1,608	1,577	43.3
		2,738	3,253	2,930	1,084	1,846	14.0
FIBRES, TEXTILES AND PRODUCTS							
2	Wool fabrics	95,396	103,588	102,510	54,817	47,693	25.1
7	Wool noils and tops	28,504	35,262	33,420	18,282	15,138	81.6
9	Apparel (except hats) of all textiles	14,151	13,540	15,257	8,508	6,749	98.0
16	Cotton fabrics	13,774	14,988	15,114	6,754	8,360	32.1
21	Cloth, coated and impregnated	5,074	5,527	6,239	3,354	2,885	9.6
22	Carpets and mats, wool	5,944	4,755	4,628	2,462	2,166	27.1
24	Cotton yarns, threads and cords	3,566	4,337	4,537	2,304	2,233	39.1
35	Wool yarns and warps	4,271	5,490	4,508	2,586	1,922	47.6
		3,383	3,225	3,168	1,626	1,542	82.8
WOOD, WOOD PRODUCTS AND PAPER							
38	Books, printed	5,813	6,277	6,638	2,878	3,760	2.9
		2,226	2,602	2,881	1,182	1,699	9.2
IRON AND ITS PRODUCTS							
1	Machinery (non-farm) and parts	111,993	162,939	195,572	99,170	96,402	9.2
3	Automobiles, passenger	30,199	39,894	47,186	23,367	23,819	7.5
5	Pipes, tubes and fittings	15,199	23,285	31,351	15,899	15,452	29.4
6	Rolling mill products	8,236	17,922	27,042	12,592	14,450	18.3
11	Engines, internal combustion, and parts	8,331	21,389	20,263	10,864	9,399	9.2
15	Castings and forgings	12,684	11,438	14,039	7,353	6,686	11.3
17	Wire and wire products	4,241	5,324	7,218	3,196	4,022	40.8
19	Tractors and parts	4,025	5,282	6,154	3,445	2,709	48.1
26	Automobile parts (except engines)	3,239	2,816	5,499	3,479	2,020	4.3
29	Hardware, n.o.p.	3,020	3,523	4,179	2,312	1,867	1.6
31	Tools	1,964	2,677	3,865	1,947	1,918	20.5
39	Bicycles, tricycles and parts	2,687	3,755	3,612	1,750	1,862	10.0
		2,307	3,054	2,630	1,679	951	84.8
NON-FERROUS METALS AND PRODUCTS							
4	Electrical apparatus, n.o.p.	50,839	72,757	64,663	30,751	33,912	13.3
8	Platinum metals	20,941	28,113	27,659	14,460	13,199	11.0
30	Aluminum foil and aluminum manufacturers	15,518	19,140	15,195	7,316	7,879	98.5
32	Aluminum, primary and semi-fabricated	1,757	2,693	3,680	1,187	2,493	20.0
36	Non-ferrous wire, n.o.p.	1,811	7,346	3,438	762	2,676	36.3
		1,341	3,251	2,937	1,886	1,051	38.2
NON-METALLIC MINERALS AND PRODUCTS							
13	Pottery and chinaware	32,009	34,012	30,051	13,862	16,189	3.9
25	Glass, plate and sheet	11,323	11,737	10,386	5,260	5,126	66.8
		4,784	5,692	4,247	2,120	2,127	24.8
CHEMICALS AND ALLIED PRODUCTS							
18	Pigments	22,626	22,639	23,168	11,042	12,126	7.9
28	Principal chemicals (except acids) n.o.p.	4,878	4,860	5,643	2,817	2,826	31.0
		5,173	4,542	4,142	1,688	2,454	7.6
MISCELLANEOUS COMMODITIES							
10	Aircraft and parts (except engines)	39,264	37,333	51,790	28,180	23,610	9.9
12	Non-commercial items	13,130	6,811	14,937	10,869	4,068	15.9
27	Containers, n.o.p.	5,864	6,710	12,630	6,077	6,553	17.5
40	Toys and sporting goods	2,680	4,027	4,151	2,117	2,034	35.0
		2,517	2,298	2,555	954	1,601	14.2
TOTAL IMPORTS FROM THE U.K.		400,531	486,679	521,958	260,052	261,906	9.3
TOTAL OF COMMODITIES ITEMIZED		292,965	363,314	401,392	203,524	197,868	
PER CENT OF IMPORTS ITEMIZED		73.1	75.0	76.9	78.3	75.5	

PRINCIPAL CANADIAN EXPORTS TO THE UNITED KINGDOM

Commodity Rank in 1957	Group and Commodity	Calendar Year			Jan.- June 1957 \$'000	July- Groups Dec. 1957 \$'000	U.K. Share of Commodity 1957 %
		1955 \$'000	1956 \$'000	1957 \$'000			
AGRICULTURAL AND VEGETABLE PRODUCTS							
1	Wheat	272,142	308,731	242,028	117,247	124,781	29.1
9	Flax seed (chiefly for crushing)	148,274	176,850	129,602	53,318	76,284	34.1
10	Wheat flour	5,351	19,777	21,615	12,348	9,267	33.4
11	Barley	18,464	21,045	20,373	9,012	11,361	33.3
14	Oil seed cake and meal	43,832	37,128	19,708	9,187	10,521	29.2
15	Tobacco, unmanufactured	15,077	20,375	16,594	9,285	7,309	93.9
22	Vegetable oils (except essential oils)	22,332	12,824	16,374	15,150	1,224	74.8
24	Soybeans	2,217	3,781	4,852	2,777	2,075	62.3
36	Apples, fresh	2,482	3,026	3,948	2,570	1,378	96.8
		2,353	2,254	2,090	1,004	1,086	33.9
ANIMALS AND ANIMAL PRODUCTS							
19	Fish, canned	17,859	21,669	20,991	6,549	14,442	6.9
23	Fur skins, undressed	4,473	7,216	5,924	162	5,762	42.7
32	Cheese	4,653	4,225	4,311	3,166	1,145	16.6
37	Tallow	3,630	3,677	2,699	526	2,173	87.7
38	Hides and skins (except furs)	137	1,316	2,077	671	1,406	42.4
		1,383	1,757	2,061	682	1,379	17.0
FIBRES, TEXTILES AND PRODUCTS							
34	Fibres, synthetic thread and yarn	1,779	1,880	4,380	1,421	2,959	16.1
		209	40	2,415	741	1,674	41.8
WOOD, WOOD PRODUCTS AND PAPER							
5	Wood products, newsprint paper	157,983	135,331	142,310	61,991	80,319	9.8
6	Planks and boards	33,013	41,532	44,009	20,412	23,597	6.2
7	Wood pulp	70,420	40,103	41,517	16,394	25,123	14.7
17	Pulpboard and paperboard	34,814	29,763	28,662	13,495	15,167	9.8
25	Plywoods and veneers	3,106	7,425	8,749	4,648	4,101	56.1
26	Pulpwood	3,029	2,980	3,866	1,823	2,043	17.3
35	Posts, poles and piling	4,341	3,727	3,799	694	3,105	7.8
40	Railway ties	2,778	1,934	2,405	575	1,830	28.3
		1,867	1,303	1,696	615	1,081	77.9
IRON AND ITS PRODUCTS							
8	Iron ore	30,486	37,683	42,522	13,495	29,027	8.2
20	Iron and steel products	9,013	18,507	23,284	4,353	19,931	15.9
21	Rolling mill products	3,328	5,104	5,253	2,874	2,379	15.9
31	Ferro-alloys	3,364	5,734	5,127	2,944	2,183	27.6
33	Machinery (non-farm) and parts	1,123	2,942	2,941	1,549	1,392	5.1
		5,863	3,126	2,493	513	1,980	8.7
NON-FERROUS METALS AND PRODUCTS							
2	Non-ferrous metals, aluminum, primary and semi-fabricated	247,783	264,336	236,914	119,691	117,223	23.5
3	Copper, primary and semi-fabricated	99,044	107,871	78,958	42,622	36,336	34.4
4	Nickel, primary and semi-fabricated	52,390	56,895	59,576	27,674	31,902	36.8
12	Zinc, primary and semi-fabricated	40,157	41,541	45,374	20,905	24,469	18.3
13	Platinum metals, unmanufactured	20,287	15,790	19,567	11,304	8,263	30.1
16	Lead, primary and semi-fabricated	14,540	20,203	17,273	8,092	9,181	62.1
		12,946	13,438	9,372	5,510	3,862	31.7
NON-METALLIC MINERALS & PRODUCTS							
18	Non-metals, asbestos, unmanufactured	18,549	19,207	16,258	6,286	9,972	4.7
28	Asbestos, unmanufactured	9,476	10,035	8,009	3,531	4,478	7.5
29	Carbon and graphite electrodes	1,849	2,259	3,366	1,165	2,201	91.8
		4,090	3,675	3,276	1,192	2,084	9.7
CHEMICALS AND ALLIED PRODUCTS							
27	Chemicals and allied products, synthetic plastics, primary forms	19,945	21,283	28,480	10,541	17,939	14.6
30	Chemicals and allied products, principal chemicals (except acids) n.o.p.	2,896	1,126	3,798	897	2,901	12.8
		4,534	3,466	3,135	1,295	1,840	30.5
MISCELLANEOUS COMMODITIES							
39	Miscellaneous commodities, non-commercial items	2,787	2,587	3,646	1,258	2,388	2.4
		1,671	1,593	1,771	677	1,094	4.3
TOTAL DOMESTIC EXPORTS TO THE UNITED KINGDOM							
	The United Kingdom	769,313	812,706	737,530	338,481	399,049	15.2
TOTAL OF COMMODITIES ITEMIZED							
	Total of commodities itemized	714,806	757,363	682,919	316,352	366,567	
PER CENT OF DOMESTIC EXPORTS ITEMIZED							
	Exports itemized	92.9	93.2	92.6	93.5	91.9	

PRINCIPAL CANADIAN IMPORTS FROM THE UNITED STATES

U.S.

Share of

Commodity

July- Groups

Commodity Rank in 1957	Group and Commodity	Calendar Year			Jan.- June		July- Groups	
		1955 \$'000	1956 \$'000	1957 \$'000	1957 \$'000	1957 \$'000	%	
AGRICULTURAL AND VEGETABLE PRODUCTS								
20	Vegetables, fresh	269,514	321,765	323,380	161,308	162,072	49.6	
26	Citrus fruits, fresh	36,134	41,100	38,280	24,622	13,658	92.0	
35	Soybeans	28,088	30,816	30,805	16,592	14,213	93.7	
40	Rubber products (except tires & footwear)	19,450	24,376	23,726	7,220	16,506	100.0 ¹	
		17,850	20,114	18,484	9,902	8,582	91.4	
ANIMAL AND ANIMAL PRODUCTS								
		66,943	73,065	71,809	40,267	31,542	57.6	
FIBRES, TEXTILES AND PRODUCTS								
17	Cotton fabrics	190,962	190,054	209,338	114,530	94,808	51.2	
19	Cotton, raw	40,273	44,314	46,510	27,004	19,506	71.5	
37	Synthetic fabrics	40,732	29,404	44,548	26,917	17,631	90.0	
		19,846	20,378	21,290	10,177	11,113	84.0	
WOOD, WOOD PRODUCTS AND PAPER								
13	Paperboard, paper and products	176,996	205,508	201,223	102,294	98,929	89.1	
24	Newspapers, magazines and advertising matter	49,665	57,505	57,460	28,239	29,221	92.9	
27	Logs, timber and lumber	33,422	32,834	33,772	16,554	17,218	94.5	
32	Books, printed	30,935	38,568	30,159	16,841	13,318	95.5	
		21,344	22,370	25,518	12,697	12,821	81.1	
IRON AND ITS PRODUCTS								
1	Machinery (non-farm) and parts	1,432,479	1,939,666	1,802,069	1,028,428	773,641	84.6	
2	Automobile parts (except engines)	397,631	561,795	552,023	309,289	242,734	87.4	
4	Rolling mill products	243,152	280,248	254,275	153,283	100,992	97.8	
5	Tractors and parts	110,089	170,873	169,236	93,147	76,089	76.5	
6	Engines, internal combustion & parts	111,748	156,425	121,781	83,894	37,887	95.4	
7	Pipes, tubes and fittings	87,765	108,735	107,240	62,867	44,373	86.6	
11	Farm implements and machinery (except tractors) and parts	33,586	89,380	105,832	57,358	48,474	71.6	
12	Automobiles, passenger	61,370	70,306	72,488	46,899	25,589	97.2	
22	Cooking & heating apparatus, & parts	63,548	88,154	55,538	37,579	17,959	52.1	
25	Iron ore	35,463	41,012	36,874	16,401	20,473	96.4	
28	Tools	30,473	36,556	32,593	9,851	22,742	89.6	
30	Automobiles, freight	21,046	25,154	28,099	13,518	14,581	77.6	
39	Scrap iron and steel	28,635	43,390	26,481	16,800	9,681	90.3	
		14,078	36,292	19,352	8,925	10,427	99.8	
NON-FERROUS METALS AND PRODUCTS								
3	Electrical apparatus, n.o.p.	289,037	343,180	328,765	168,942	159,923	67.8	
38	Brass, manufactured	198,671	219,846	209,408	109,130	100,278	84.0	
		16,712	19,429	19,746	10,284	9,462	88.8	
NON-METALLIC MINERALS & PRODUCTS								
8	Coal, bituminous	350,550	390,618	391,324	184,905	206,419	50.3	
21	Fuel oils	74,439	96,515	90,692	44,286	46,406	100.0	
29	Gasoline	42,933	43,331	38,210	15,040	23,170	50.1	
31	Petroleum, crude and partly refined	24,307	22,816	26,973	8,943	18,030	72.5	
36	Coal, anthracite	22,446	18,621	25,973	16,869	9,104	8.5	
		26,435	27,491	22,120	9,534	12,586	90.0	
CHEMICAL AND ALLIED PRODUCTS								
15	Synthetic plastics, primary forms	222,612	250,365	252,947	132,329	120,618	86.1	
16	Principal chemicals (except acids) n.o.p.	39,271	45,319	47,464	25,925	21,539	95.4	
34	Drugs and medicines	49,694	55,047	47,213	22,687	24,526	86.7	
		20,901	22,425	23,765	13,812	9,953	82.7	
MISCELLANEOUS COMMODITIES								
9	Aircraft and parts (except engines)	453,085	447,445	417,694	203,016	214,678	79.6	
10	Tourist purchases	124,583	84,184	78,573	40,692	37,881	83.9	
14	Parcels of small value	63,969	72,625	74,051	28,544	45,507	95.7	
18	Non-commercial items	40,537	47,141	49,370	24,854	24,516	95.0	
23	Refrigerators and freezers	58,430	65,156	44,703	18,389	26,314	61.8	
33	Medical, optical & dental goods, n.o.p.	43,024	43,683	33,951	21,781	12,170	96.7	
		20,525	22,892	24,320	12,623	11,897	84.0	
TOTAL IMPORTS FROM THE U.S.								
		3,452,178	4,161,667	3,998,549	2,136,019	1,862,530	71.1	
TOTAL OF COMMODITIES ITEMIZED								
		2,448,200	2,976,620	2,808,896	1,529,969	1,278,927		
PER CENT OF IMPORTS ITEMIZED								
		70.9	71.5	70.2	71.6	68.7		

(¹) A very small amount of soybeans was also imported from Hong Kong and Japan.

PRINCIPAL CANADIAN EXPORTS TO THE UNITED STATES

Commodity Rank in 1957	Group and Commodity	Calendar Year			Jan.- June 1957 \$'000	July- Groups Dec. 1957 \$'000	U.S. Share of Commodity 1957 %
		1955 \$'000	1956 \$'000	1957 \$'000			
AGRICULTURAL AND VEGETABLE PRODUCTS							
11	Whiskey	54,141	62,467	60,610	21,380	39,230	90.5
20	Barley	22,971	37,471	24,507	4,636	19,871	36.3
23	Oats	5,945	7,630	19,749	7,559	12,190	88.2
29	Wheat	10,569	17,959	16,147	8,996	7,151	4.2
32	Fodders, n.o.p.	12,266	11,892	13,933	7,254	6,679	82.5
ANIMALS AND ANIMAL PRODUCTS							
10	Fish, fresh and frozen	54,460	58,696	62,370	25,066	37,304	98.7
15	Cattle, chiefly for beef	3,807	566	41,609	1,190	40,419	99.8
22	Fur skins, undressed	23,134	20,831	20,458	10,159	10,299	78.9
24	Molluscs and crustaceans	19,638	19,798	19,635	9,834	9,801	96.2
33	Beef and veal, fresh	2,241	3,292	13,083	1,421	11,662	98.0
39	Pork, fresh	15,055	12,539	10,143	5,440	4,703	99.1
FIBRES, TEXTILES AND PRODUCTS							
		10,257	11,304	10,391	4,834	5,557	38.3
WOOD, WOOD PRODUCTS AND PAPER							
1	Newsprint paper	578,322	615,942	610,290	307,493	302,797	85.3
2	Wood pulp	233,797	245,081	235,258	118,369	116,889	80.5
3	Planks and boards	273,424	252,594	204,976	97,130	107,846	72.8
16	Pulpwood	39,457	41,277	39,458	17,316	22,142	81.4
26	Shingles	28,203	23,857	18,678	9,078	9,600	96.3
28	Plywoods and veneers	26,441	25,619	17,940	9,789	8,151	80.3
IRON AND ITS PRODUCTS							
7	Iron ore	225,315	260,665	268,758	108,292	160,466	51.8
12	Farm implements and machinery (except tractors) and parts	79,713	113,516	110,180	25,931	84,249	72.4
21	Machinery (non-farm) and parts	10,868	18,993	22,193	11,827	10,366	38.8
27	Engines, internal combustion & parts	11,701	9,899	18,400	8,219	10,181	68.8
35	Pigs, ingots, blooms and billets	24,303	16,399	12,788	2,705	10,083	30.3
37	Ferro-alloys	9,095	14,129	11,732	5,794	5,938	63.1
NON-FERROUS METALS AND PRODUCTS							
4	Nickel, primary and semi-fabricated	470,223	535,759	581,799	287,945	293,854	57.8
6	Uranium ores and concentrates	145,829	143,512	152,871	82,129	70,742	61.6
8	Aluminum, primary and semi-fabricated	26,533	45,777	127,934	45,289	82,645	100.0
9	Copper, primary and semi-fabricated	83,128	96,541	100,901	53,262	47,639	44.0
14	Zinc, primary and semi-fabricated	76,590	98,299	69,837	39,436	30,401	43.1
31	Silver, unmanufactured	47,478	54,681	41,640	22,238	19,402	64.1
34	Lead, primary and semi-fabricated	18,148	17,423	15,478	7,912	7,566	93.0
38	Platinum metals, unmanufactured	16,901	12,677	12,967	6,743	6,224	43.9
40	Miscellaneous non-ferrous metals	11,703	15,039	10,171	4,799	5,372	36.6
		2,346	6,442	8,816	6,179	2,437	83.7
NON-METALLIC MINERALS & PRODUCTS							
5	Petroleum, crude and partly refined	149,440	224,840	269,654	141,941	127,713	77.6
13	Asbestos, unmanufactured	36,253	103,033	140,672	79,976	60,696	99.8
18	Orbrasures, artificial, crude	53,250	52,018	51,023	26,224	24,799	47.7
36	Lime, plaster and cement	22,838	24,682	30,623	15,490	15,133	90.3
		8,656	9,660	12,689	3,885	8,804	98.9
CHEMICALS AND ALLIED PRODUCTS							
17	Fertilizers, chemical	85,191	84,975	77,963	42,035	35,928	39.9
		44,575	41,920	38,676	21,615	17,061	79.0
MISCELLANEOUS COMMODITIES							
19	Non-commercial items	55,906	75,392	76,474	36,097	40,377	49.6
25	Electrical energy	16,768	23,476	28,982	12,001	16,981	70.8
30	Aircraft and parts (except engines)	10,613	15,193	19,165	10,251	8,914	100.0 ^a
		17,490	28,611	16,137	8,001	8,136	40.4
TOTAL DOMESTIC EXPORTS TO U.S.							
		2,559,343	2,818,655	2,867,742	1,355,690	1,512,052	59.3
TOTAL OF COMMODITIES ITEMIZED							
		2,239,232	2,472,232	2,540,169	1,197,262	1,342,907	
PER CENT OF DOMESTIC EXPORTS							
	ITEMIZED		87.5	87.7	88.6	88.3	88.8

(^a) A very small amount of uranium ores and concentrates was also exported to the United Kingdom.

(^b) A very small amount of electrical energy was also exported to Alaska.

APPENDIX V

DEPARTMENTS OF GOVERNMENT AND ADVISORY AGENCIES CONCERNED WITH UNITED KINGDOM-CANADIAN TRADE

Canadian

a) IN CANADA:

THE DEPARTMENT OF TRADE AND COMMERCE, NO. 1 BLDG.,
375 WELLINGTON ST., OTTAWA.

Minister of Trade and Commerce.

Deputy Minister.

Director of Trade Commissioner Service.

Director of Commodities Branch.

Director of Industrial Development Branch.

Director of Information Branch.

THE DOLLAR STERLING TRADE COUNCIL.

Head Office: 620 University Avenue, Toronto.

Telephone EMpire 8-6767

Extension 2-2421.

Regional Committees in Halifax, Montreal, Winnipeg,
Calgary and Vancouver.

CANADIAN IMPORTERS AND TRADERS ASSOCIATION.

134 King St. East, Toronto.

Telephone: EMpire 6-8044.

b) IN BRITAIN:

THE REPRESENTATIVES OF THE GOVERNMENT OF CANADA IN
THE UNITED KINGDOM AND NORTHERN IRELAND.

The Canadian High Commissioner,

The Canadian Commercial Counsellor & Staff,
Canada House, Trafalgar Square, London S.W.I.

The Canadian Government Trade Commissioners,
Liverpool and Belfast.

THE CANADIAN PROVINCIAL AGENTS-GENERAL IN LONDON.

ALBERTA

Alberta House, 37 Hill St., London W.1.

BRITISH COLUMBIA

British Columbia House, 1-3 Regent Street,
London S.W.1.

ONTARIO

Ontario House, 13 Charles II Street,
Haymarket, London S.W.1.

SASKATCHEWAN

28 Chester Street, Belgrave Square,
London S.W.1.

MANITOBA

8 Spring Gardens, London S.W.1.

British

a) IN THE UNITED KINGDOM:

BOARD OF TRADE COMMERCIAL RELATIONS & EXPORTS
DEPARTMENT.

Horseguards Avenue, London S.W.1.
Export Services Branch
Lacon House, Theobalds Road W.C.1.

THE DOLLAR EXPORTS COUNCIL.

21 Tothill Street, London S.W.1.
Telephone: WHitehall 0074.
(and sponsoring organizations in Britain).

b) IN CANADA:

THE UNITED KINGDOM HIGH COMMISSIONER IN CANADA
Sir Saville Garner, K.C.M.G.
Earnscliffe, Ottawa.

THE UNITED KINGDOM TRADE COMMISSIONER SERVICE.

OTTAWA

Gordon Bowen, C.B.E., United Kingdom Senior
Trade Commissioner, 56 Sparks St., Ottawa,
Telephone: CEntral 3-4085.

TORONTO

J. R. W. Wilby, United Kingdom Trade Commissioner,
119 Adelaide St. W., Telephone: EMpire 2-1223.

MONTREAL

Martin J. Marshall, United Kingdom Trade
Commissioner, 1111 Beaver Hall Hill,
Telephone: UNiversity 6-3381.

VANCOUVER

J. F. Saunders, United Kingdom Trade Commissioner,
Mercantile Bank Bldg., 540 Burrard St.,
Telephone: MUTual 1-8381.

WINNIPEG

David G. Stewart-Smith, United Kingdom Trade
Commissioner, 403 Royal Bank Bldg.,
Telephone: WHitehall 2-3153.

EDMONTON

I. L. Davies, United Kingdom Trade Commissioner,
Imperial Bank Bldg., Jasper Ave.,
Telephone: 2-5120.

HALIFAX

J. R. Cross, United Kingdom Trade Commissioner
for the Atlantic Provinces, 65 Spring Garden Road,
Telephone: 2-7488.

THE UNITED KINGDOM INFORMATION SERVICE

OTTAWA

275 Albert Street,
Telephone: CE 5-7291.

TORONTO

119 Adelaide Street W.,
Telephone: EM 2-1223.

MONTREAL

1111 Beaver Hall Hill
Telephone: UN 6-9371.

VANCOUVER

540 Burrard Street,
Telephone: MU 3-6348.

QUEBEC

100 D'Youville Square,
Telephone: LA 5-5187.

WINNIPEG

403 Royal Bank Building,
504 Main Street.

EDMONTON

Imperial Bank Building,
Jasper Avenue.

**THE CANADIAN ASSOCIATION OF BRITISH MANUFACTURERS
AND AGENCIES (CABMA)**

(Representing the Dollar Exports Council) and
Operating the "British Trade Centres" in:

TORONTO—General Manager: John L. Bonus.

Ontario Manager: J. R. G. Bleasby.
603 Royal Bank Bldg.,
Telephone: EMpire 3-9033.

MONTREAL—P. of Q. Manager: J. R. Wooler.

Arrowhead Bldg., 1510 Drummond St.,
Telephone: AVenue 8-4625.

VANCOUVER—B.C. Manager: H. Oldham, C.B.E.

Standard Bldg., 510 W. Hastings St.,
Telephone: MUTual 5-7642.

PRINTED IN CANADA

GR 20-11-61

ORDER DEPARTMENT

ORDER NO.
AUTHOR CANADIAN TRADE MISSION TO BRITIAN

AUTHOR

DONOR

DOLLAR
STERLING
TRADE COUNCIL,
443 UNIVERSITY
Ave.,
TORONTO 2, ONTARIO.

REPORT OF THE CANADIAN TRADE
MISSION TO BRITAIN.
NOVEMBER 21 PAMPHLET

PAMPHLET

REQUESTED FROM

SERIES

PLACE

DATE

PUBLISHER

✓ IF WANTED: RUSH

LOCATION WANTED

University of Toronto
Library

DO NOT
REMOVE
THE
CARD
FROM
THIS
POCKET

Acme Library Card Pocket
LOWE-MARTIN CO. LIMITED

